# Commerce

CHICAGOLAND
VOICE
OF BUSINESS

OCTOBER 1961 • 35 cents


# WILL PRIVATE ENTERPRISE FIGHT TO SURVIVE?


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By ROBERT L. GARNER, President, International Finance Corporation


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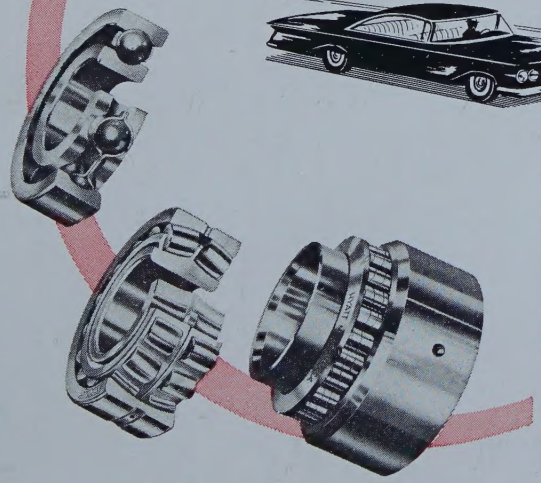
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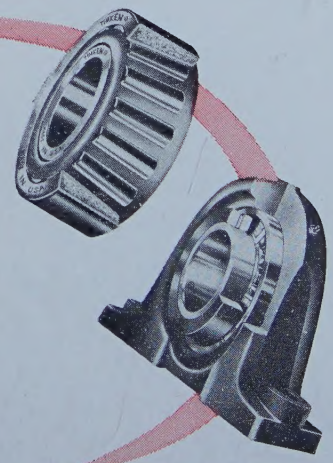

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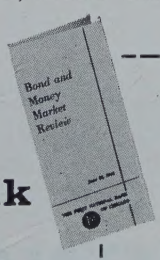
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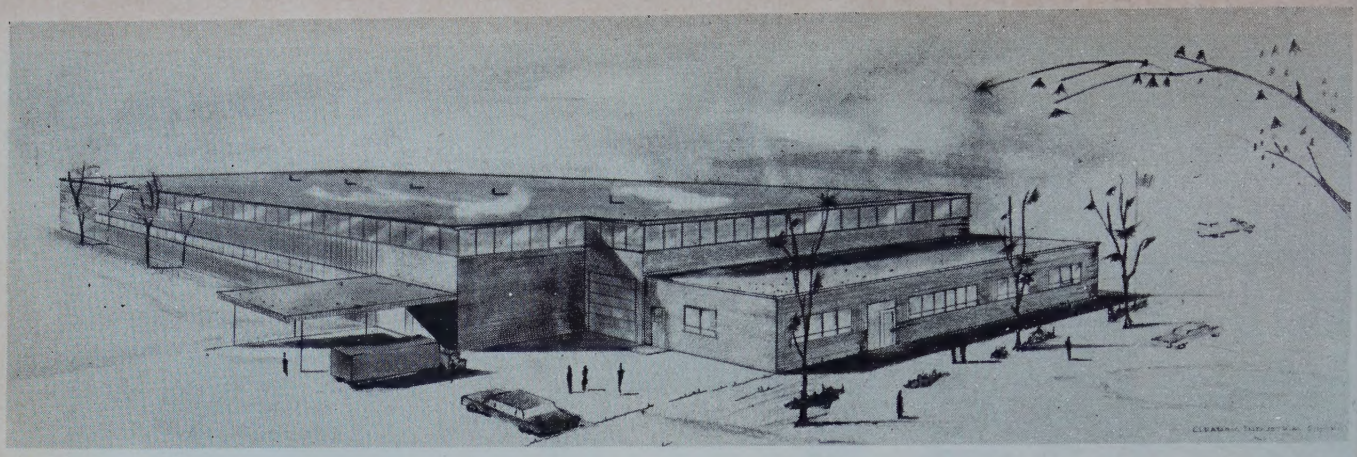

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Chicago 90, Illinois

Dear Sirs:
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# Commerce

CHICAGOLAND VOICE OF BUSINESS

Volume 58 • Number 9 • October, 1961


## READER'S VIEWPOINT

To the Editor:

I recently was privileged to read a proof copy of Tom Buck's article pertaining to curling which will appear in the coming issue of your publication.

As a result, I would like to order 20 copies of the issue in which this article appears, and also request permission to preproduce excerpts from this story. Your magazine, of course, would receive full credit.

L. T. KREUTZIG
EDITOR-PUBLISHER
NORTH AMERICAN CURLING NEWS

To the Editor:

Under separate cover we are sending you copies of the Fall 1961 issue of CANTEEN QUARTERLY which includes an article on "Pedestrian Executives" which quotes from your article on the same subject in the July issue of COMMERCE.

R. A. BURLEIGH
EDITOR
CANTEEN QUARTERLY

To the Editor:

Just read the article in COMMERCE re Urban Community rehabilitation and slum clearance. While the idea of revitalizing an old neighborhood by destroying the sick sections and replacing with new is fine for the city, it is like killing a sick person or a sick dog and replacing with a strong healthy one.

Why not spend a little more effort on attempting to cure the cause of the sickness, the same as you would with a sick dog or an ailing person — we are all aware of the cause of the sickness.

When the dwellers themselves do not worry about the filthy conditions in which they live and even contribute to that filth by their slovenly habits, what assurance is there that when they are transferred to better

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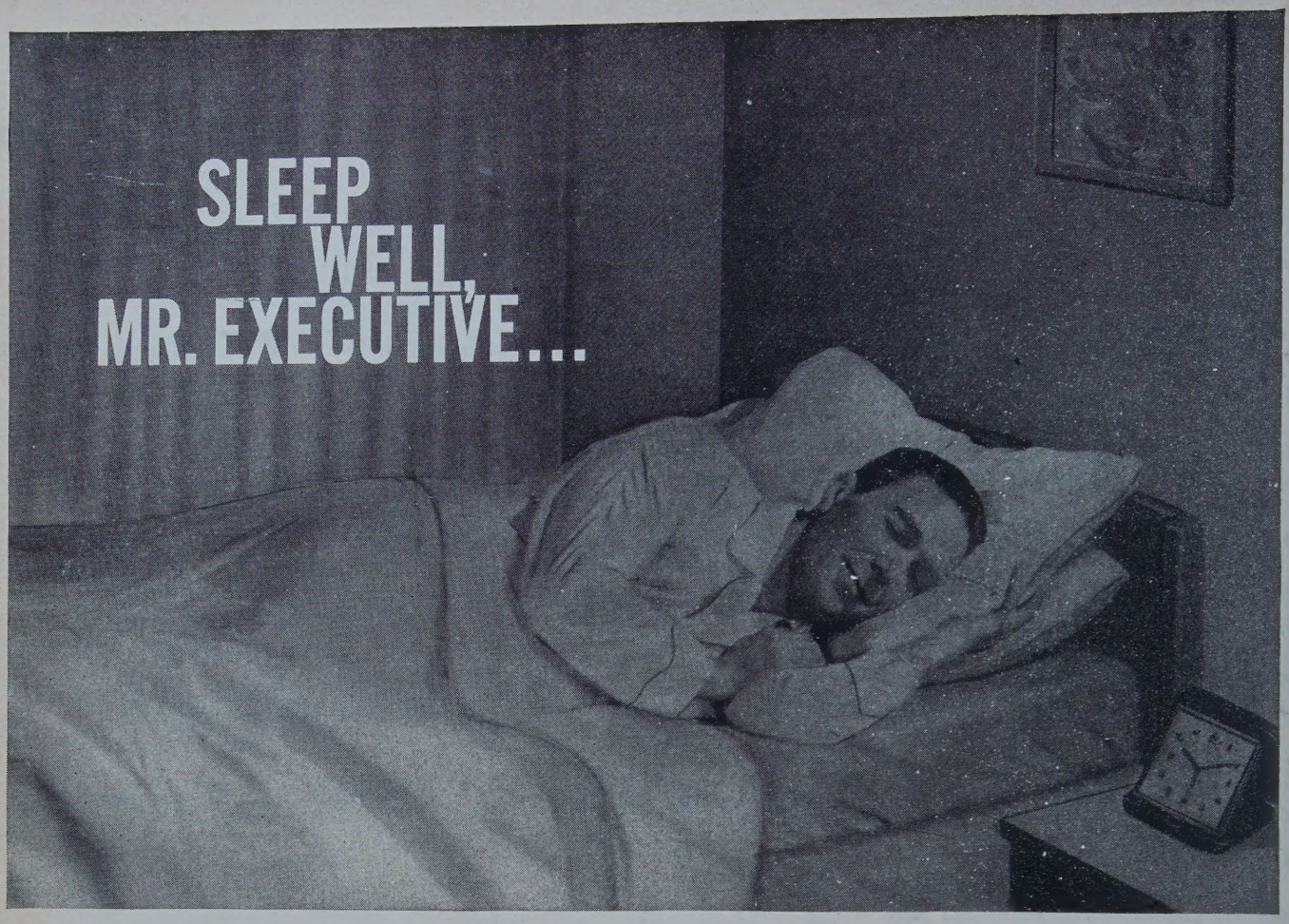
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Thomas H. Coulter

# EYE ON CHICAGOLAND

Dear Member:

Enlightened self-interest of the business community calls for all-out support of efforts to achieve a balanced and coordinated mass transportation system in Metropolitan Chicago. For many months...your Association has been at work in cooperation with other civic organizations on the Joint Transportation Committee to achieve this goal. Other organizations on the Joint Committee include the Chicago Central Area Committee...Chicago Real Estate Board and the Civic Federation.

Our own President...James E. Rutherford and the presidents of the other groups arranged a meeting with Governor Kerner to urge inclusion of first-step relief for the Chicago Transit Authority on the agenda for the current special session of the General Assembly. Subsequently...the governor announced that reimbursement from state funds for reduced fares provided for school children would be on the agenda.

The $3,150,000 annual loss from reduced fares is partially responsible for the vicious cycle of higher fares and cuts in service which result in fewer passengers and still higher fares and more cuts in service. Downstate transit operators are reimbursed for student fare losses...and Chicago taxpayers are paying a sizable part of that cost. The CTA deserves the same kind of help. However...this is only a minimum first step toward putting the CTA on a healthy financial basis and meeting the overall needs of mass transportation in the Metropolitan Area.

The next steps have already been recommended as part of an orderly program for solving the transportation crisis. This program was presented to the 1961 Legislature...but no action was taken. It is to be hoped that the 1963 Legislature will act favorably on these recommendations made by the Joint Transportation Committee:

1. Enabling legislation which would allow priority action on providing CTA signal and automatic train control safety improvements.

2. Providing necessary funds for the Northeastern Illinois Metropolitan Area Planning Commission to make an objective planning study of long-range capital improvement requirements...including commuter railroads.

3. Establishing an equitable method of financing the above through a balanced tax formula which would include sales tax...gasoline tax...real estate tax...vehicle tax...or other.

4. Legislation to permit the commuter railroads to put into effect changes increasing or decreasing service or rates as needed on short notice ...subject to subsequent review of the Illinois Commerce Commission.

5. Legislation which would correct existing inequities in the tax structure so as to fairly tax suburban railroads on the same basis on which other industry is taxed.

6. Reimbursement from state funds for reduced student fares on the CTA. Only the sixth point will be reconsidered in the present special session...thanks to the personal efforts of Mr. Rutherford and the other civic organization presidents.

Will you join in writing or wiring State Senators and Representatives urging them to vote for reimbursement of student fare losses? This is of vital importance if creeping strangulation of our city's mass transportation is to be halted.

Sincerely,

Thomas H. Coulter

Chief Executive Officer, The Chicago Association of Commerce and Industry

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If you are planning a new apartment or home . . . or modernizing an older building . . . it will pay you to check the immediate and long term advantages of Electric Heating. See your Commonwealth Edison or Public Service Company Representative.



**SUBURBAN ARMS APARTMENTS**
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2½ and 4½-room apartments
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**DORCHESTER COUNTRY GARDEN APARTMENTS**
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**1744 OAKTON, DES PLAINES**
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**LAR-RAL APARTMENTS**
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**BELVEDERE APARTMENTS**
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**11035 LONGWOOD DRIVE BUILDING**
**11035 LONGWOOD DR.**
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Owner: Joseph Balogh



**BEVERLY-VISTA APARTMENTS**
**1901-21 PRYOR AVE.**
2½-room apartments
Agent: Mitzi Hermanns, Realtor



**MID-TOWNE APARTMENTS**
**8208-28 NILES CENTER ROAD, SKOKIE**
2½ and 4-room apartments
Owner: United Enterprises



**KELLY APARTMENTS**
**332-334 S. EUCLID, OAK PARK**
4, 5 and 6-room apartments
Owner: James Kelly



**MONET APARTMENTS**
**1961 N. LINCOLN**
1½ and 2½-room apartments
Owner: A. Romano



**SHELLEY APARTMENTS**
**7006 S. CREGIER AVE.**
3-room apartments
Owner: Bernard Herman and Louis Sliwa



**TWIN ELMS APARTMENTS**
**405 LATHROP AVE., RIVER FOREST**
3½ and 6-room apartments
Owner: R. Donahue



**THE HAYES APARTMENTS**
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# Metropolitan Chicago Trends

| | Aug. 1961 | July 1961 | June 1961 | Aug. 1960 | % Change 8/61 vs. 8/60 | | Cumulative—8 months 1961 | % Change from 1960 |
|---|---|---|---|---|---|---|---|---|
| **POPULATION AND GENERAL GROWTH TRENDS:** | | | | | | | | |
| Population: | | | | | | | | |
| —Metr. Area (000) Estimated | 6,966.0 | 6,955.7 | 6,945.4 | 6,845.1 | + 1.8 | LM | 6,966.0 | + 1.8 |
| Recorded Births: | | | | | | | | |
| —Chicago | 8,123 | 8,015 | 7,229 | 8,758 | — 7.3 | T | 61,142 | — 2.1 |
| —Metr. Area (6 Ill. Counties) | 13,640 | 13,248 | 12,111 | 14,152 | — 3.6 | T | 100,192 | + 0.6 |
| Recorded Deaths: | | | | | | | | |
| —Chicago | 3,119 | 3,044 | 3,180 | 3,095 | + 0.8 | T | 25,795 | — 4.0 |
| —Metr. Area (6 Ill. Counties) | 4,899 | 4,703 | 4,988 | 4,716 | + 3.9 | T | 40,184 | — 1.7 |
| Marriage Licenses | 6,367 | 4,938 | 6,437 | 6,040 | + 5.4 | T | 37,723 | — 0.3 |
| No. of Main Tel. in Service (Ill. Bell) (000) | | | | | | | | |
| —Business Telephones | 335.4 | 335.0 | 334.6 | 329.1 | + 1.9 | LM | 335.4 | + 1.9 |
| —Residential Telephones | 1,721.4 | 1,719.5 | 1,718.4 | 1,702.4 | + 1.1 | LM | 1,721.4 | + 1.1 |
| **INDUSTRY:** | | | | | | | | |
| Index of Ind. Production (1947-49=100) | 135.7p | 136.7r | 136.4 | 130.7 | + 3.8 | A | 132.8p | — 2.6 |
| Petroleum Refining (Jan. 1957=100) | 102.4 | N.A. | 101.0 | 102.3 | N.A. | | N.A. | N.A. |
| Ind. Gas Consumed—Chgo. (000Therms) | 11,774 | 11,631 | 13,427 | 11,996 | — 1.9 | T | 110,973 | — 5.4 |
| Electrical Power Prod. (000,000 K.W.H.) | 2,287 | 2,100 | 2,057 | 2,113 | + 8.3 | T | 16,563 | + 3.7 |
| Dressed Meat Under Fed. Insp. (1953=100) | 62.1 | 62.0 | 61.6 | 62.8 | — 1.1 | A | 62.6 | + 3.0 |
| **TRADE:** | | | | | | | | |
| Dept. Store Indexes (1947-49=100) | | | | | | | | |
| —Sales (Seasonally Adjusted) | 124 | 137 | 127 | 121 | + 2.5 | A | 125 | + 1.6 |
| —Inventories (Seasonally Adjusted) | 153 | 148 | 146 | 147 | + 4.1 | A | 145 | + 1.4 |
| Retailer's Occupation Tax Collections (Munipical Tax Excluded) (000) | | | | | | | | |
| —Chicago | N.A. | $ 9,903 | $ 9,777 | $ 9,251 | N.A. | Tx | $68,770 | — 5.4 |
| —Chicago Metr. Area (6 Ill. Counties) | N.A. | $ 17,625 | $ 17,175 | $ 16,173 | N.A. | Tx | $119,478 | — 2.0 |
| Consumer Price Index (1947-49=100) | | | | | | | | |
| All Items—Chicago | 130.8 | 130.9 | 129.7 | 130.3 | + 0.4 | A | 130.3 | + 0.5 |
| New Passenger Cars—No. of (R. L. Polk) | 20,364 | 24,563 | 26,080 | 24,237 | — 16.0 | T | 183,474 | — 19.1 |
| **EMPLOYMENT AND PAYROLLS:** | | | | | | | | |
| Total Labor Force (000) | 3,039.7p | 3,045.6r | 3,065.4 | 3,014.9 | + 0.8 | A | 3,033.4p | + 0.7 |
| —Employed (000) | 2,872.0p | 2,858.3r | 2,887.0 | 2,878.8 | — 0.2 | A | 2,841.4p | — 1.5 |
| —Non Agric. Wage & Salary Workers (000) | 2,552.1p | 2,537.1r | 2,559.1 | 2,555.8 | — 0.1 | A | 2,516.7p | — 1.9 |
| —Manufacturing (000) | 924.2p | 914.7r | 924.3 | 940.0 | — 1.7 | A | 909.3p | — 5.9 |
| —Durable (000) | 595.4p | 589.1r | 595.4 | 606.0 | — 1.8 | A | 584.4p | — 8.0 |
| —Non Durable (000) | 328.7p | 325.6r | 328.9 | 334.0 | — 1.6 | A | 324.9p | — 2.0 |
| —Non-Manufacturing (000) | 1,627.9p | 1,622.4r | 1,634.8 | 1,615.8 | + 0.7 | A | 1,607.4p | + 0.6 |
| —Unemployed (000) | 167.7p | 186.3r | 178.4 | 136.1 | + 23.2 | A | 191.8p | + 49.3 |
| Insured Unemployment Cook and DuPage Counties | 46,975 | 53,513 | 55,568 | 44,125 | + 6.5 | A | 70,377 | + 49.8 |
| Families on Relief (Cook County) | 35,842 | 35,019 | 36,533 | 33,733 | + 6.3 | A | 37,989 | + 7.0 |
| Weekly Earnings in Mfg. (6 Ill. Cos.) | N.A. | $ 102.94p | $ 103.96r | $ 99.60 | N.A. | Ax | $100.94p | + 1.6 |
| Weekly Hours in Mfg. (6 Ill. Cos.) | N.A. | 40.2 | 40.6 | 40.2 | N.A. | Ax | 39.7p | — 1.0 |
| **CONSTRUCTION AND REAL ESTATE:** | | | | | | | | |
| All Building Permits—Chicago | 2,193 | 1,973 | 2,221 | 2,672 | — 17.9 | T | 15,114 | — 13.9 |
| —Cost (000) | $ 32,645 | $ 25,888 | $ 44,360 | $ 20,796 | + 57.0 | T | $286,652 | + 14.6 |
| Dwelling Units Authorized by Bldg. Permits | 4,076 | 3,956 | 4,168 | 3,405 | + 19.7 | T | 32,277 | + 12.8 |
| (Bell Savings & Loan Assn.) (No. of) | | | | | | | | |
| Single Family Units (No. of) | 2,493 | 2,380 | 2,470 | 2,423 | + 2.9 | T | 17,474 | — 7.4 |
| —Apartment Units (No. of) | 1,583 | 1,576 | 1,698 | 982 | + 61.2 | T | 14,803 | + 50.3 |
| Construction Contracts Awarded | | | | | | | | |
| —All Contracts (000) | N.A. | $155,274 | $130,070 | N.A. | N.A. | Tx | $873,385 | — 4.4 |
| —Non-Residential Contracts (000) | N.A. | $ 55,154 | $ 41,165 | N.A. | N.A. | Tx | $298,132 | — 20.1 |
| —Commercial Contracts | N.A. | $ 24,630 | $ 10,079 | N.A. | N.A. | Tx | $107,777 | — 20.4 |
| Vacant Industrial Bldg. (1945-55=100) | 81.4 | 78.9 | 78.9 | 79.4 | — 15.6 | A | 83.5 | — 9.9 |
| Idle Electric Meters (% of all Meters)* | 2.44 | 2.39 | 2.24 | 2.14 | + 14.0 | A | 2.17 | + 10.2 |
| Industrial Plant Investment (000) | $ 16,990 | $ 33,296 | $ 21,980 | $ 15,574 | + 9.1 | T | $177,161 | — 1.1 |
| Construction Cost Index (1913=100) | 678 | 678 | 678 | 659 | + 2.9 | A | 668 | + 1.8 |
| Structures Demolished—City of Chicago | 112 | 194 | 195 | 515 | — 78.3 | T | 1305 | — 31.5 |
| Real Estate Transfers—Cook County | 6,140 | 5,725 | 5,582 | 7,807 | — 21.4 | T | 40,182 | — 10.1 |
| —Stated Consideration (000) | $ 3,275 | $ 1,721 | $ 3,776 | $ 5,818 | — 43.7 | T | 23,118 | — 19.7 |

T=Total of 8 months. Tx=Total of 7 months. A=Average of 8 months. Ax=Average of 7 months. LM=Latest month. P=Preliminary. NA=Not Available. *Indicates residential vacancy rate. r=Revised.

*(Continued on page 8)*

| | Aug. 1961 | July 1961 | June 1961 | Aug. 1960 | % Change 8/61 vs. 8/60 | | Cumulative—8 months 1961 | % Change from 1960 |
|---|---|---|---|---|---|---|---|---|
| **FINANCE:** | | | | | | | | |
| Fed. Res. Member Banks in Chicago | | | | | | | | |
| —Demand Deposits (000,000) | $ 4,076 | $ 4,269 | $ 4,197 | $ 4,132 | — 1.4 | A | $4,215 | + 0.9 |
| —Time Deposits (000,000) | $ 2,334 | $ 2,339 | $ 2,281 | $ 1,950 | + 19.7 | A | $2,242 | + 18.4 |
| —Loans Outstanding (000,000) | $ 4,545 | $ 4,611 | $ 4,682 | $ 4,740 | — 4.1 | A | $4,718 | + 2.1 |
| —Com. & Industrial Loans (000,000) | $ 2,661 | $ 2,661 | $ 2,691 | $ 2,845 | — 6.5 | A | $2,721 | — 1.4 |
| Bank Debits | | | | | | | | |
| —Seas. Adj.: Annual Rate (000,000) | $240,594 | $255,434 | $258,050 | $241,220 | — 0.3 | A | $248,638 | + 6.4 |
| Chicago Bank Clearings (000,000) | $ 5,749 | $ 5,725 | $ 6,336 | $ 6,078 | — 5.4 | T | $46,276 | + 4.4 |
| Insured Sav. & Loan Assoc. Cook County | | | | | | | | |
| —Savings Receipts (000,000) | $ 136.7 | $ 224.6 | $ 181.1 | $ 131.4 | + 4.0 | T | $1,274.8 | + 9.0 |
| —Withdrawals (000,000) | $ 112.8 | $ 192.7 | $ 105.8 | $ 115.8 | — 2.6 | T | $ 970.4 | + 6.8 |
| —Mortgage Loans Originated (000,000) | $ 110.3 | $ 91.3 | $ 104.9 | $ 98.7 | + 11.8 | T | $ 705.8 | + 17.0 |
| Business Failures—Chicago | | | | | | | | |
| —No. of Failures | 35 | 46 | 32 | 25 | + 40.0 | T | 292 | + 26.4 |
| —Total Liabilities (000) | $ 1,761 | $ 1,471 | $ 2,312 | $ 1,138 | + 54.7 | T | $17,588 | + 28.4 |
| Midwest Stock Exchange Transactions: | | | | | | | | |
| —No. of Shares Traded (000) | 3,814 | 2,835 | 2,806 | 2,836 | + 34.5 | T | 30,360 | + 42.6 |
| —Market Value (000) | $158,116 | $121,578 | $131,973 | $103,122 | + 53.3 | T | $1,183,643 | + 39.7 |
| **TRANSPORTATION:** | | | | | | | | |
| Carloads of Rev. Frt. Originated | 103,700p | 96,086 | 104,489 | 107,854 | — 3.9 | T | 766,662p | — 15.4 |
| Express Shipments: Rail, No. of | 673,895 | 531,313 | 620,464 | 683,936 | — 1.5 | T | 5,022,295 | — 4.8 |
| Air, No. of | 90,883 | 76,040 | 88,309 | 86,122 | + 5.5 | T | 670,552 | — 0.6 |
| Natural Gas Dlvd. by Pipe Line (000,000 Cu. Ft.) | 32,710 | 31,223 | 32,088 | 29,258 | + 11.8 | T | 311,340 | + 13.1 |
| Freight Originated by Common Carrier Intercity Trucks—(Jan. 1958=100) | 149.5p | 120.3r | 134.6 | 123.3 | + 21.2 | A | 119.7p | — 2.4 |
| Air Passengers: Arrivals | 485,944 | 451,012 | 502,347 | 545,336 | — 10.9 | T | 3,568,619 | — 9.3 |
| Departures | 503,988 | 474,760 | 525,804 | 559,089 | — 9.9 | T | 3,664,665 | — 8.1 |
| Chicago Transit Authority Passengers: | | | | | | | | |
| —Surface Division (000) | 31,447 | 30,501 | 34,296 | 34,079 | — 7.1 | T | 265,668 | — 5.9 |
| —Rapid Transit Division (000) | 9,206 | 8,422 | 9,103 | 9,376 | — 1.8 | T | 72,634 | — 3.3 |
| Barge Line Freight Originated (Sh Tons) | 311,424 | 296,719 | 270,500 | 240,157 | + 29.7 | T | 2,190,862 | + 4.0 |

T=Total of 8 months. Tx=Total of 7 months. A=Average of 8 months. Ax=Average of 7 months. LM=Latest month. P=Preliminary. NA=Not Available. *Indicates residential vacancy rate. r=Revised.




# Would you have made this investment slip-up?

### *A case history from the Harris trust department*

"This came while I was on vacation," a friend of ours said. "Is there any way I can still take advantage of it?"

He showed us rights that gave him the opportunity to buy some additional stock at a favorable price.

"Sorry, you're too late," we had to tell him. "The rights are worthless after the expiration date."

Unfortunately, many opportunities like this may be missed in these days of fast-moving market developments.

Important notices are sometimes thrown away. Travel separates people from their sources of information. Most people are simply too busy to give their investments the time and study they need.

This is why an *Investment Agency Account* in our Trust Department makes so much sense. Here your investments are under the continuing supervision of investment managers who offer you recommendations based on current and long-range trends. In addition, we will handle all the details from collecting dividends and interest to preparing regular statements for your permanent records.

We invite you to join the growing number of men and women who now find more time to devote to business and pleasure by having our Trust Department manage their investments.



*The Harris Bank serves you all these ways:*
*Checking Accounts • Special Checking Accounts • Savings Accounts • Commercial Loans • Personal Loans • Real Estate Loans • Auto Loans • Safe Deposit Boxes • Personal and Corporate Trusts • Tax-Exempt State and Municipal Bonds International Banking • Correspondent Banking*



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*says Hershel Lamb, Industrial Marketing Manager of Kraft Foods.*

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ILLINOIS BELL TELEPHONE



# editor's page

## *Statesmanship Needed!*

As this is written the State Legislature is convened in special session at Springfield to deal with the 14 point agenda which made up the Governor's call. A number of the 14 matters on which the Governor has requested legislation are either minor or mere technicalities. For example, legislation to correct typographical errors in the commercial code passed at the last regular session. Also, in the unparalleled confusion of the last few days of the regular session last June the legislature forgot to bring into the state penal system the minimum security prison at Vienna, although land has already been purchased for the institution and it will be well along toward completion before the end of the current biennium.

The major issues facing the special session include:

1. Reapportionment.
2. Eighteen more judges each for the superior and municipal courts of Cook county.
3. Raising the service occupation and use taxes to 3½ per cent.
4. Increasing the corporation tax from 1/20 to 3/20.
5. Reimbursing the C.T.A. $3,150,000 for reduced fare transportation of students in Chicago.
6. Providing $130,000 additional for the Revenue Commission.

The first two of these remain badly bogged down in partisan politics. Sooner or later, both issues must be resolved. Reapportionment is mandatory and the backlog of cases in Cook county's superior and municipal courts is so bad it is a national scandal. Legislation to clean up both of these messes should be passed at this session. Whether this will be done depends on whether partisan politics can be put aside in favor of honest statesmanship.

Why the service occupation and use taxes, which were established in the hotly contested battle in the lst session, were set at 3 per cent at the same time the retailer's occupation and use taxes were being raised from three to 3½ per cent remains a mystery. Certainly this action showed no consistency.

The Governor's proposal to increase the corporation franchise tax was beaten in the regular session earlier this year. Studies show that corporations in this state already bear a larger share of state and local taxation than in most other industrial states. The proposed increase should and likely will again be denied.

Chicago and the C.T.A. are being discriminated against in the matter of carrying students at reduced fares. Transportation agencies in other areas of the state are compensated for this service. The C.T.A. certainly should be in Chicago.

The legislature at its regular sesson this year provided for the creation of a revenue commission which was duly appointed by the Governor. The legislature, however, nullified this whole move by appropriating only $20,000 for the commission's work compared with a request for $150,000. The Governor is now proposing that the $130,000 additional be restored and that the commission be expanded by the addition of representatives of both houses of the legislature. If Illinois' horse and buggy revenue article is ever to be amended, the work of this commission must be carried forward to provide a sound study of possible economies, future financial needs of the state and sources for achieving them under a modern tax formula. If this session is to show any responsibility whatever, it should certainly legislate this point in the Governor's program.

At this point, however, these six important issues have become so involved in political horse trading that it is doubtful what will be done about any of them. Perhaps all that can be said with certainty is that one other point on the governor's program undoubtedly will be passed; namely, provision for paying expenses for the special session itself.

## *AMC and UAW LOCAL 72*

Without attempting to evaluate merits of the profit-sharing plan offered by American Motors Corporation to members of United Auto Workers Local 72 in Kenosha, the reasons given by UAW workers for rejecting the plan are indicative of the self-destructive thinking which too often seems to guide so many unionists these days.

The members who voted against the plan "seemed to feel that anything that was good for the company couldn't be very good for them," in the words of John A. Beni, local president. If this line of reasoning is followed to its logical conclusion, it follows that anything not in the interest of the company is good for the workers and the sooner the company is driven out of business, the greater the worker's prosperity.

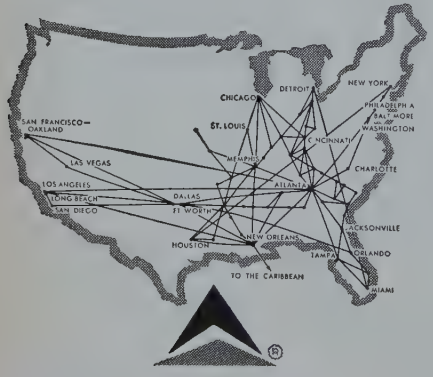
Fortunately, out of 12,000 members of Local 72, only 2,951 voted on the profit sharing proposal which was downed by a plurality of but 73. There have been indications that the subject may be brought up for another vote. If it is, the prospects are that Local 72 will follow the other four American Motors locals all of which voted favorably.

It is disquieting, however, that even a minority of highly prosperous American workers think that what is good for their employer is bad for them.

Alan Sturdy




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• ***Data Processing System*** — The First National Bank of Chicago has completed preliminary plans for what it believed to be the first data processing center to be established by a bank for the exclusive use of its customers. Although demand deposit accounting will be the primary function of the system, studies are being made to expand its application to serve the bank's commercial customers, says Homer J. Livingston, bank chairman.

• ***There's Dough in it***—What may be the oldest commercial bakery in Chicago, the Gonnella Baking Company, 2006 West Erie St., is celebrating its 75th year in business this year. Starting as a one-man operation in September, 1886, in the vicinity of DeKoven and Clark streets, the bakery now serves all Chicago and suburbs through thousands of retail food stores, restaurants and institutions.

• ***Vending Symposium***—The First International Symposium of Automatic Merchandising will be held at McCormick Place October 28-31, sponsored by the National Automatic Merchandising Association, the trade group of the $2.5 billion American merchandise, food, and service vending industry. Automatic vending executives from all parts of the world are expected to come to Chicago for the show.

• ***Material Procurement and Logistics Seminars*** — The management of material procurement and logistics programming will highlight the seminars and displays of the Eighth National Conference of the Armed Forces Management Association at the Sheraton-Blackstone Hotel, October 25-26. Following the theme "Good Management is Everybody's Business," the seminars will spotlight all levels of management in defense and industry. Registration is $2 for members, $3 for non-members of AFMA, and may be obtained through John L. Burke, Director Civilian Personnel, Fifth Army Headquarters, Chicago.

• ***Year's Marketing Man*** — The Chicago Chapter of the American Marketing Association has named B. E. Bensinger, President of Brunswick Corp., "Marketing Man of the Year." Bensinger will be honored at a dinner at the Realtor's Club Oct. 19. The award is given annually to the Chicago executive who has had an unusual record of success in marketing his company's products or services.

• ***Illinois Steel Promotion***—Illinois and Indiana, which produce 23 per cent of the nation's steel, have much to gain as steel companies step up their drive to expand their markets, according to Max D. Howell, executive vice president, American Iron and Steel Institute. Steel production in the two states was nearly 30 per cent higher in mid-September than it was in January, he said, noting that the states have more than 90,000 stockholders and 100,000 employes in steel, not including thousands engaged in supplying steel companies with goods and services.

• ***Cook Gets NASA Contract*** — Cook Technological Center Division of Cook Electric Co., has been awarded a contract by the National Aeronautics and Space Administration for the design, development and fabrication of an orbiting astronomical observatory. The complete package, developed in conjunction with the University of Wisconsin, may be launched in the spring of 1963 and is to be operative for a year. It will carry five special telescopes, four designed to observe stars while the fifth watches nebulae. Cook is responsible for electronic equipment to relay signals from the telescopes, and for equipment to focus the telescopes from ground stations.




Remember . . . Blue Cross is the original and best hospital credit card you can have if you or someone in your family has the misfortune to have a serious illness or accident.

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- **There is No Red Tape.**
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- **Today, Over 6,000 Hospitals in Illinois and Throughout the Country Recognize Blue Cross Cards.**

So, be sure that you have the precious Blue Cross credit card . . . if you need to go to the hospital! Join . . . at the first opportunity!

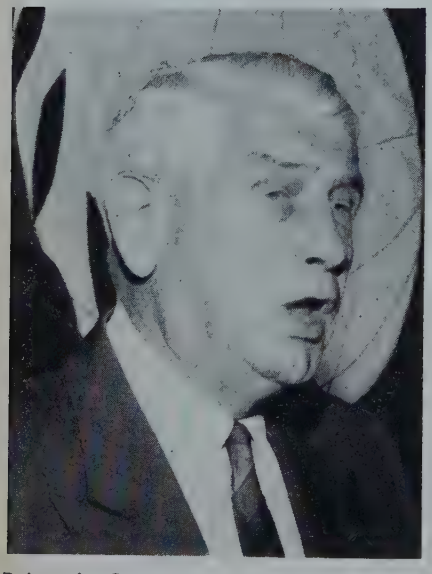
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*Will Private Enterprise*

# FIGHT TO SURVIVE?



Robert L. Garner

**By ROBERT L. GARNER**
President, International Finance Corporation

CERTAINLY private capitalism has proved to be the most dynamic force in producing a better life for people. It gives the individual opportunity to create, to produce, and to achieve for himself and his family to the best of his individual talents. This is the essence of competitive private enterprise — 20th century model—as it has been developed by the most enlightened and successful business concerns.

It is based on the concept that it will benefit most its owner and managers if it best satisfies its customers; if it promotes the legitimate interests of its employes; if in all regards it acts as a good citizen of the community.

It is moved by the desire to earn a profit—a most respectable and important motive, so long as profit comes from providing useful and desirable goods and services. It is my belief that the best services and the best profits result from a competitive system wherein skill and efficiency get their just reward.

Considering the record of achievement, we must ask ourselves why so many poeple today attack the system. Why they advocate some form of socialism, which has yet to prove its accomplishments; why almost everywhere the system of private enterprise is under attack and on the defensive. Let us consider some of the possible reasons:

In earlier days it appeared that most of benefits of private business went to a few rather than to the many. Ownership was confined to a relatively few who became rich and powerful. Many of them abused this power. This image from the past still widely prevails.

Further, industrial capitalism evolved out of practical experience. It has never developed an articulate creed. On the other hand, all brands of socialism originated in theory and developed elaborate doctrines. Its advocates are students of these doctrines; they are persuasive in advocating them. They can usually outtalk the practitioners of capitalism. They are skillful in making the worse appear the better reason.

In the past businessmen have not been confronted with the necessity of justifying their system. Few of them have ever taken the trouble to think about the role of business in modern life—of its responsibilities to owners, managers, employes, customers, the community, and the economic justification of profits. I don't

mean to say that businessmen in general ignore these responsibilities. However, they fail to define them concretely and to explain them effectively. Thus, the image of business held by many people is that created by its enemies, because its practitioners and friends have never adequately presented its true image.

In the past this failure did not appear vital because no critics of consequence presented any real alternative. Of course buisness has, from time to time, been put under certain restrictions. In most countries there is legislation regarding such matters as minimum wages, working hours and conditions. In a number of countries there are restrictions against combinations and monopolies. Now, however, business is faced with communism. This system does not propose to modify, but to destroy private enterprise, as well as the existing political, social, cultural and religious institutions. It is only at our peril that we fail to recognize the dangers to the civilizations which have been built up over the ages, both in the West and the East. The foundations of the world we have built are under all-out attack. Communism's attack can only be frustrated if we fight with all our weapons, in every field.

### *Know Enemies*

It is wisdom to know our enemies, equally to know ourselves. Businessmen are people, and like all groups include the good, the bad and the indifferent, but perhaps they share some general characteristics. Among them are certain faults:

1. Narrow concentration on our own particular activities — on running our business efficiently and on making the highest legitimate profits. It is not that we are more materialistic than other people, but that efficiency and profits are the measure of business success, the medal of achievement. We tend to look with suspicion on anything which interferes with these objectives. We tend to leave public affairs, and even the security of our countries, to others, to politicians and to the machinery of government.

2. We are inclined to take the short view—this year's profits, next year's sales—rather than to the long range course of affairs. It is true that alert businessmen devote time and money today to develop better products for tomorrow. They pay insurance premiums to protect against the danger of future fires. But how many businessmen are spending thought, effort or money on a far

(*Continued on page* 38)



# WHAT TO DO ABOUT BAROMETER Blues



***By Dr. W. SCHWEISHEIMER***

IN those days when everything goes wrong, the weather is playing tricks on you! It is a fact, well known to all, that there are some days that might have been humanely left right off the calendar.

On these black occasions you wake up hating the world, your shoe strings snap, your razor gashes your jaw, the eggs are scorched, your wife needs more money, and a day at the office is a procession of headaches, arguments, and frustrations.

Before considering drastic measures on such dire days, it is wise, science will tell you, to glance at the barometer or a reliable weather map. Here, indeeed, may be the villain that has robbed you of your normally mild, tolerant and easy-going good nature.

A successful banker once suffered a violent nervous attack during a bitter argument over an exceedingly trifling matter. At length he calmed his ruffled nerves with the help of tablets, but what really caused this trouble?

A thunderstorm was in the making and the banker, a usually mild-mannered man, was thrown in a state of nervous anxiety by nothing more complicated than a falling barometer.



"So it falls that all men are with fine weather, happier far."—King Alfred of England.

### *Different Effects*

Although all of us are more or less influenced by weather, the odd thing is that the same weather conditions affect different people in different ways. They may stimulate and excite the sensitive nerves of one person, while relaxing those of another or depressing the spirits of still others.

The composer Cherubini, one stormy day, when Baron de Trémont happened to be visiting him, said to his visitor: "You see that black cloud coming up? When it passes over my head, it will make me suffer agonies." And directly afterwards his entire aspect betrayed his sufferings.

Human relationships everywhere would be more peaceful and unruffled—says Prof. Clarence S. Mills of the University of Cincinnati—if people would only realize the effect of weather on their dispositions and make proper allowance for little flareups. Your boss is angry and dissatisfied with your work? Maybe you are wrong, or maybe his whole system is in alarm since the barometer has been falling since early morning.

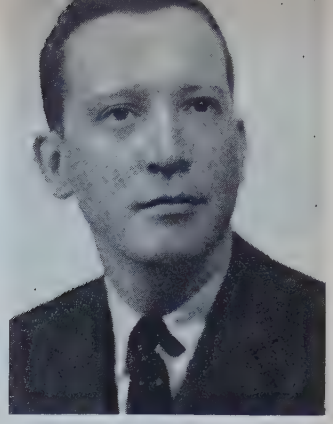
There are a number of atmospheric conditions which, individually and collectively, affect human moods. Weather changes, barometric pressure, temperature, electricity and radioactivity in the air, ultraviolet radiation, and sun-spots are among them. They cause health and sickness, good and bad tempers, efficiency and inefficiency.

A French researcher even believes that an overdose of radium in the air causes "spring fever." During the winter little radium gets into the air, he says, but when the snow melts and the ground is uncovered, the radium gas drifts upward lulling us into a seasonal lethargy.

One reason your umbrella may always be at home in the closet when you are caught in a shower is that people are more forgetful on low-pressure days. When the barometer is skidding, bus passengers leave behind more briefcases and packages, and lost-and-found departments

(*Continued on page* 34)

# The New Illinois Commercial Code and YOU



Ray D. Henson

**BY RAY D. HENSON**

Counsel, Continental Casualty Company,
Continental Assurance Company

YOU will soon be operating under the Uniform Commercial Code and the chances are that you will like it. It was passed by the Illinois General Assembly without a dissenting vote, which is a rare distinction, and Governor Kerner signed the Code into law on July 31. It becomes effective on July 2, 1962.

When Governor Kerner signed the Code, he said: "Illinois has now become the 13th state to adopt this model law. I think that it will have far-reaching, beneficial effects on our state, its commerce, its industry and its citizens. No law that I will act on this year, with the exception of tax legislation, will in fact affect so many people in Illinois or so many transactions as the one that I today signed into law."

The Commercial Code modernizes, simplifies, and unifies the entire field of commercial law. No longer will we have to go from antiquated statutes to out-of-date decisions to piece together the legal consequences of ordinary business transactions.

The concept of the Code is that "commercial transactions," despite their many ramifications, comprise a single subject of the law. Previously the various aspects of commercial transactions were covered, if at all, by separate laws such as the Uniform Negotiable Instruments Law, dating from 1896, or the Uniform Sales Act, dating from 1906, or by isolated judicial decisions.

One commercial transaction may involve a contract for sale, followed by a sale, with a check given in part payment and some kind of security taken for the balance. The check may be negotiated, passing through various banks in the course of collection. The goods which are sold may be shipped under a bill of lading and stored under a warehouse receipt. Or the transaction may be handled under a letter of credit, foreign or domestic. If the transaction involved stocks and bonds, instead of goods in the ordinary sense, some phases of the transaction would be the same while others would be different. But in every case there

(*Continued on page* 42)



The signing into law of the uniform Commercial Code brought this group together in the office of Gov. Otto V. Kerner (seated at desk). Standing (l. to r.) are R. D. Henson, counsel, Continental Casualty and Continental Assurance companies; Dean Russell N. Sullivan, University of Illinois College of Law; Floyd E. Britton, Hubacker and Kelley; Vernon L. Heath, president, L. S. Heath & Son, Robinson; William B. Davenport, Thompson, Raymond, Mayer, Jenner and Bloomstein; Sen. W. Russell Arrington, one of the sponsors of the code in the State Senate; Louis A. Kohn, Mayer, Friedlich, Speiss, Tierney, Brown and Platt, member of the Illinois Commission on Uniform State Laws. Seated at left is William A. Schnader, Philadelphia, of Schnader, Harrison, Segal and Lewis, who is known as the father of the Uniform Commercial Code

# *Curling Is Catching*

## Millionaires and ministers fascinated by game played on ice

**BY THOMAS BUCK**



Walter J. McCarter, general manager, Chicago Transit Authority, delivers a stone at Oak Park Curling Club where he is one of many avid participants in ancient Scottish sport

WHAT causes millionaires, men who want to be millionaires, and men with no apparent desire for the dollar to band together in common pursuit? And in doing so, to call each other by their nicknames with perfect ease, as if they had been friends from boyhood?

Is a society matron touched in the head if she cancels her social engagements for a chance to spend several hours sweeping madly in a refrigerated room when she probably hasn't touched a broom in her home for years?

What gets into the head of the city's leading industrialist, banker, lawyer, or businessman who breaks all appointments, postpones his big deal of the year, and forgets everything else for an opportunity to exercise in temperatures often well below freezing? To do so, he may make a special trip to Wisconsin, to Minnesota, to Canada, or even to Scotland or Switzerland.

What other vigorous activity can claim an average of 51.8 years for its participants? Or participants with an average personal net worth of $360,000, or average annual incomes of $24,000?

Or what, at this time of the year, has prompted at least 4,000 residents of Chicago and the suburbs—despite how others may feel—to look forward with gleeful anticipation to the approach of winter?

There is a single—and quite logical—answer to these seemingly unrelated and illogical questions.

And that answer is simply "curling."



Chicago's "Mr. Curling," Hughston M. McBain, with trophy presented by Marshall Field & Company for U. S. Men's Curling championship. Trophy was first presented in 1957

### *Ancient Scottish Game*

Curling is the ancient Scottish game on ice which first was played in America prior to the Revolutionary War and long before football and baseball, but which, because of its up's and down's, remains pretty much a mystery to the public in general.

Now, however, this fine old sport on ice is experiencing a renaissance in the northern part of the United States—and especially in the Chicago area, where it has gained more new participants in recent years than anywhere else in the world.

Come November 1, and the 4,000 avid curlers in the Chicago area officially will open their annual five month (November through March) curling season at eight clubs with artificial indoor ice. Twenty-five years ago, the Chicago area had no

more than 40 curlers, who had to be content with only about 25 curling days a year because of the uncertainty of natural ice outdoors.

This year, the curling season in the Chicago area will be accorded an opening highlighted by two major international events.

On November 4, six rinks, or teams, a total of 24 curlers, from Switzerland will compete at the Chicago Curling Club in Northbrook in the first of a series of meets throughout the United States in a renewal of the Swissair Cup Matches. The Swiss curlers will curl six other Chicago area clubs before moving on to other cities.

Then, from November 8 through November 11, the Saddle and Cycle Club, on Foster avenue near Sheridan road, will play host at its first International Mixed (men and women) Bonspiel. The competition will include 16 rinks from Canada and eight United States teams, including entries from Detroit and from the ardent curling state of Wisconsin.

### *Difficult To Explain*

Next to trying to acquire the high degree of skill demanded for good curling, the second most difficult problem facing a curler is attempting to explain the game.

"Just what is curling, anyway?" a friend is likely to ask.

Imagine, if you will, what you would say if someone from a far corner of the world asked you to describe football or baseball.

"Well, curling is something like shuffleboard on ice, but it is really not like that at all" . . . that usually is the preface to an answer to the curling question. And from then on, the subject is excellent as a complete ear-bending piece of conversation to be inflicted on anyone who makes the mistake of asking the question.

Curling has touches of similarity with many other sports, yet is completely unlike any other sport. There's a bit of the swing and follow-through of the golfer or the bowler in the free pendulum movement of the curler's arm for sending the 42½ pound curling stone down the ice, or the "sheet."

The "in-turns" and "out-turns" applied to the curling stone through its goose neck handle might compare

(*Continued on page* 26)



H. F. Beyer Jr., skip of a Saddle & Cycle Club rink, thrusts his broom (not shown in picture) overhead to indicate a good shot during a match at the Chicago Curling Club. Rinkmates who have just finished sweeping are Frank Dixon (l.) and Robert C. Postell



View from glass-enclosed spectators area of curlers in action at the Chicago Curling Club, Northbrook, first club to have indoor ice in the Chicago area

Women sweep along a stone during a curling match at the Indian Hill Curling Club in Kenilworth. Note use of old-style brooms as contrasted with those used by men in picture at the top of the page. Each type has its devotees



# Old Kentucky Home — of

## Art Mercier's



Lake Cumberland produces some fantastic catches of walleyed pike, as these smiling fishermen will attest

***"Ye Fysherman who putteth in mothballs his fyshing taycle on Labour Day is a foolish fellow and not a compleat angler".***
Old outdoorsman's proverb by an old outdoorsman—Art Mercier

WHEN the frost is on the punkin' — that's the time for minnow dunkin . . . or for spinning, casting or spin-casting, for that matter. Particularly is it true in Old Kentucky when a blue haze hovers over Jack Frost's handiwork on the brilliantly-colored hillsides. It is then that members of the piscatorial tribe race for your lure with a will, speed and strength equalled only by that of the thoroughbreds thundering down the stretch in the Spring derby at Churchill Downs.

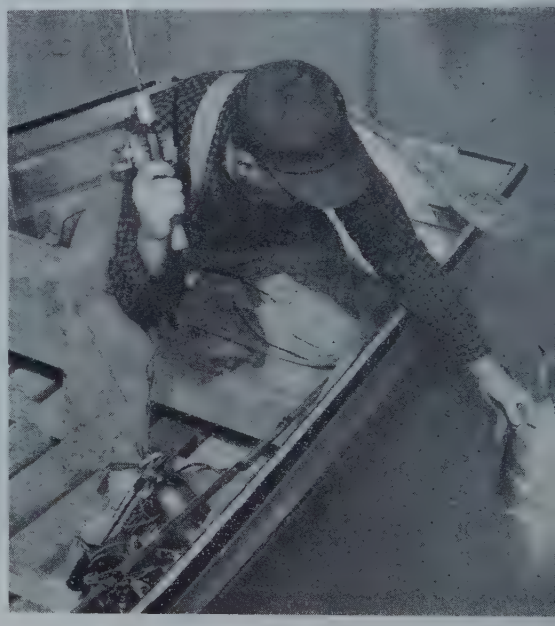
Year-around fishing is good — often great — in the lakes of the Commonwealth. But, for my money, the Fall months are superb. I think it's a better wager that you'll connect with a good bass in Kentucky in the Fall than it is that the top jockey will boot home the Favorite in the annual Spring classic at Louisville.

Kentucky brags about its horseflesh, bourbon, burley tobacco and lovely southern belles—not necessarily in that order, of course. However, the Commonwealth, to my way of thinking hasn't done enough boasting about its truly great largemouth, smallmouth and Kentucky bass fishing — particularly in the Fall.

Let me illustrate with a series of vignettes out of personal experience the kind of fishing that you can expect, not only in the Fall, but in other seasons, in the land where the dogwood, redbud and ironwood grace the hillsides in Spring; the blue grass is lush in Summer; and flaming soft wood forests are breathtakingly beautiful in October.

Vignette No. 1: The scene: Lake Cumberland — a top spot for Fall fishing—but the time is now April, 1961. My fishing companions, Jim Mitchell and Frank Phipps, along with yours truly, each settles himself into a boat manned by a top member of the Department of Fish and Wildlife Resources Department of the State. The three boats roar off into one of the many arms of this Kentucky impoundment.

In minutes we're bouncing lures off the bottom in twenty to twenty-five feet of water near a point of



Watch that treble hook, mister! Bass the size of this one in Dewey Lake still have a lot of fight left at the boat

"Jump" fishing at Dale Hollow is a proven method of filling the stringer in quick order. Fishermen cast lures where schools slash the surface in pursuit of minnows



# Big Bass

## Sportsman's Corner

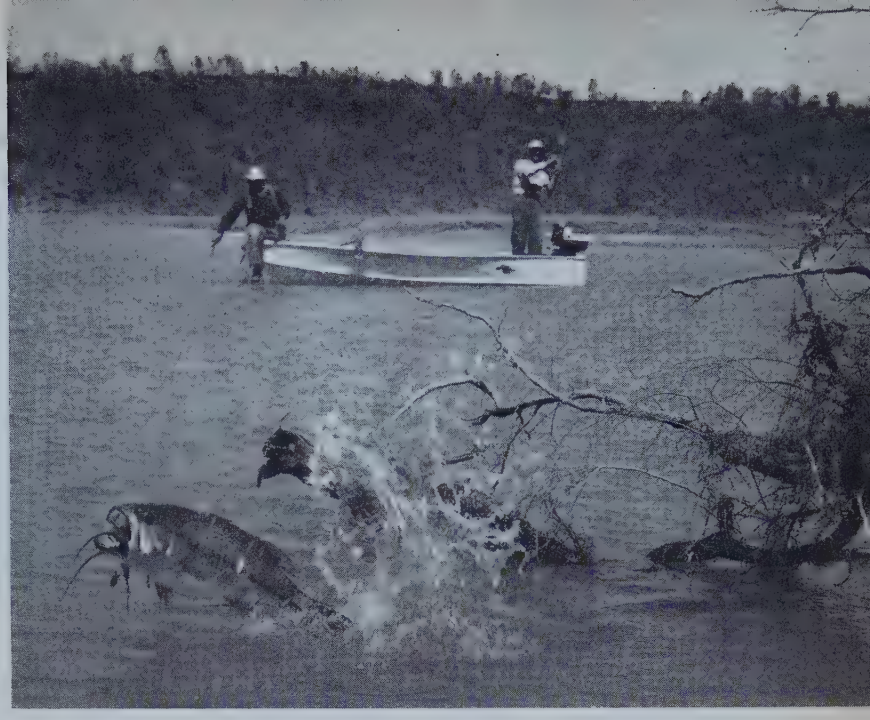
land. A quarter of an hour of this convinces us that the fish aren't down that deep. Simultaneously the three motors spring to life and we head for a beautiful rock shoreline breaking off into six to eight foot depths. Jim Mitchell connects first — then Frank Phipps and I, almost at the same time. They're here! Largemouth and Kentucky bass for the most part, with just the right sprinkling of smallmouh. Once, all three of us are battling lunkers at the same time.

Fishing can be just as great in Lake Cumberland in the Fall as in April. The 50,250 acre impoundment is formed by a dam 240 feet high erected in 1951 across the Cumberland river. The shoreline measures 1,255 miles and water depth averages 90 feet. This water lies wholly in Kentucky and currently rivals famed Dale Hollow as a bass producer. Biologists' checks immediately after impoundment revealed the highest black bass population of any lake in the nation. The tremendous spawn that year has spilled over into succeeding years and the harvest of black bass is phenomenal.

### *Walleye Runs*

However, Cumberland is perhaps more famous for its walleye runs in the North and South forks of Cumberland, Rockcastle and Laurel rivers — the headwaters of the lake. These runs occur usually in February and March. Fishermen refer to any eight-pound walleye taken during this period as "a small one". Thus far, the largest taken weighed in at a little over 19 pounds. Heavy casting lures bounced along the bottom of the swift but shallow streams are most productive during the runs.

Right after the walleye run — usually in April—the white bass swarm into the same rivers to set up honeymoon quarters. Limits of two pounders frequently are harvested during this period, sometimes during one morning's fishing. The daily bag limit is 60—presumably 30 boys and 30 girls. (Incidentally, in answer to a reader's question: No, it is not true that the smallmouth bass are males and that all largemouths are females.)



Orney Lake Cumberland bass tries to throw the Shanon Twin Spinner into the brush pile, but angler is lucky and lands him

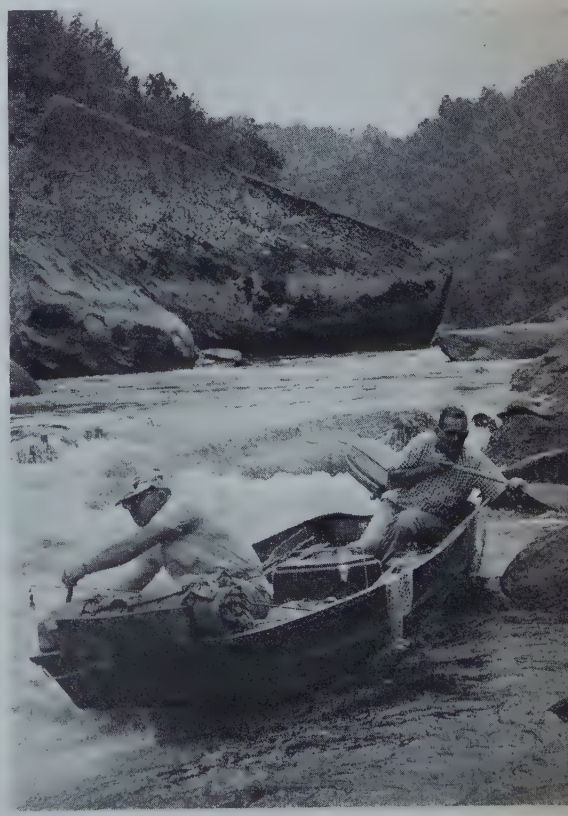
Cumberland in addition to being the address of members of the bass family, also is the home of the pan fishes, crappie and bluegill; of channel catfish—and of something new in the experience of the majority of fresh-water anglers — the "Rock Fish". This is the ocean striped bass, which became trapped in the Santee-Cooper reservoir in South Carolina and grew to a battling lunker size. Cumberland is one of three Kentucky lakes in which these salt-water giants were urged to set up housekeeping—albeit at first reluctantly. However, this Spring, for the first time, fertile eggs of this specie were found. Many of the original fish planted by the Fish and Wildlife Resources Department have been caught by fishermen. These pioneers from South Carolina have shown excellent growth and indications are, according to biologists, that the stripers eventually will be added to the list of game fish in Cumberland, Herrington and Kentucky Lakes.

Below the dam, in the cool waters pouring forth from the bottom of the deep lake, there is excellent rainbow trout fishing. These waters never reach a temperature greater than 62 degrees, even in the dog days of Summer. As a result, the rainbows flourish and so do the trout-fishermen.

Cumberland has been well developed. It boasts two state parks, Cumberland Falls and Cumberland

(*Continued on page* 29)

Float fishing on the upper Cumberland River is an adventure and a test of boating and fishing skill
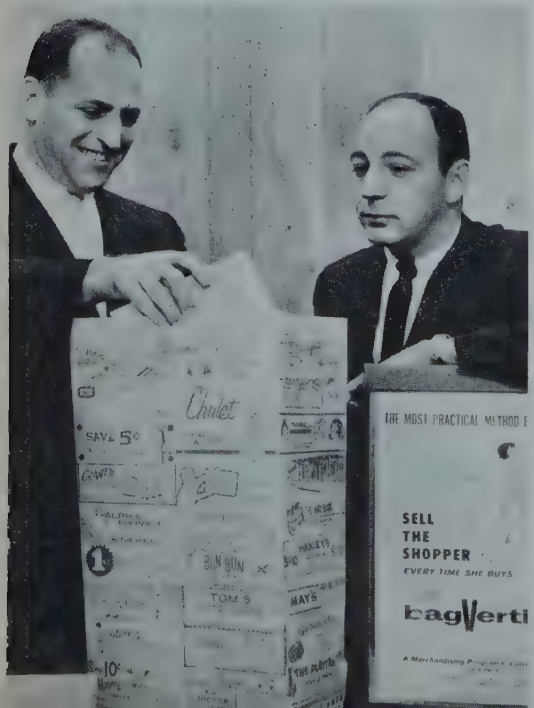




Following approval of a merger of the City National Bank and Trust Company into the Continental Illinois National Bank and Trust Company, David M. Kennedy (r.), Continental Illinois board chairman, helps Arthur T. Leonard, City National president, remove a portrait of Charles G. Dawes from Leonard's office wall during the move into the Continental Illinois building. Leonard has been installed as chairman of the executive committee of the merged bank. Dawes was vice president of the United States from 1925 to 1929



U. S. Steel officials help supervise pile driving shown getting underway at the new 27-story Federal Building at Jackson and Dearborn. A 75-foot beam, weighing 4½ tons and rolled at U. S. Steel's South Chicago works, is about to be driven 60 feet into the ground on the east side of the site where it will support the wall of an adjoining building. Pictured are (l. to r.) Philip J. Larson, regional contracting manager for U. S. Steel's American Bridge Division; William Haskell, general superintendent of South Works; and James F. Traa, Chicago district manager of sales. General contractor is A. L. Jackson Co.

# *Business Highlights*

The advertising space race—the race to find more space—continues with the latest entry, BagVertising, created by Jerry Levin (l.), vice president, Gaiber and Associates, Inc., and Sy B. Gaiber, president. BagVertising will sell 2 x 5 ad units at $20 per week to local merchants, bags to be supplied to supermarkets at no charge






Proving that you can take it with you, Swift & Company picked up its raised computer floor for its data processing center when it moved its executive headquarters from the Stock Yards to 115 W. Jackson St. Unistrut Products Company workers removed the flooring and reinstalled it in the new offices. The special flooring was designed to accommodate the heavy complex wiring required by computers and other electronic equipment

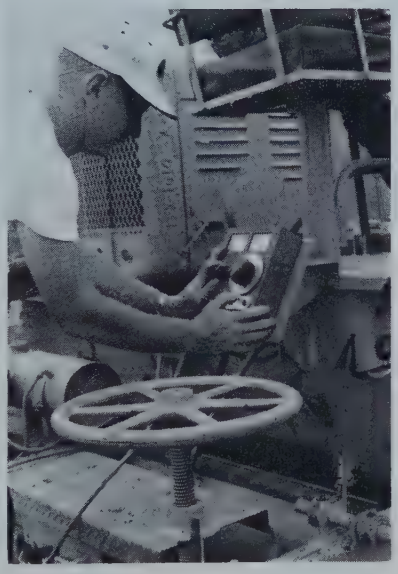


Construction on this 15-story elevator apartment building is under way at 5401 South Hyde Park Boulevard under Urban Renewal Section 220. Completion date on the $1,750,000 high-rise is Nov. 1, 1962. It will contain 78 units, renting for $175 to $280. Architects are Ezra Gordon and Jack Levin



A new, extra-long flat car, designed to provide reduced-shock transport for autos and other fragile freight, has been introduced by the Southern Pacific Railroad. The car, manufactured by Thrall Car Manufacturing Company, Chicago Heights, is designed for fast convertibility to meet a variety of fragile freight requirements

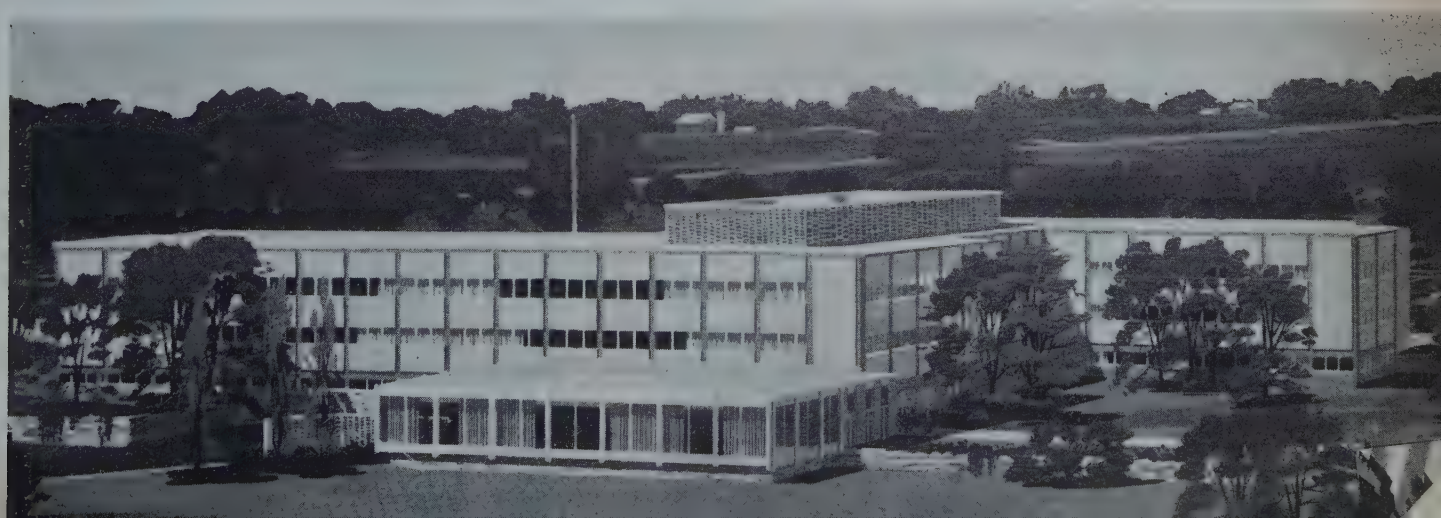
The first sidewalk teller facility in downtown Chicago was unveiled recently at Amalgamated Trust & Savings Bank, 111 S. Dearborn. First customers are (l. to r.) Samuel Levin, Amalgamated board chairman; Chicago Mayor Richard J. Daley; L. K. Schlipper, bank vice president, and William C. Reimbold, president. Amalgamated is one of the four labor-union owned institutions in the United States



Now you can dial a road with the new Minneapolis-Honeywell automatic control system for road paving equipment. The firm states the operator need set ony two dials for grade and slope, snap two switches to "automatic," and the paver automatically lays a mat smoother than any man could. On Interstate Highway 80 in Iowa, a single paver equipped with the new control system lays 6,000 tons of high-type mix in a 10-hour day



Artist's sketch of Northern Illinois Gas Company's new general office building shows how it will appear when completed in early 1963. The $2 million, three-story structure will have about 125,000 feet of office space on a 112-acre site. Approximately 700 NI-Gas employes will work in the building



This 16 by 8-foot three-dimensional land-use model of the Dresden Industrial District is on display in the Dearborn street windows of the Chicago Association of Commerce and Industry, 30 W. Monroe St. The district is the world's largest planned industrial park. Indicated on the map, scaled at one inch to 250 feet, are typical industrial plant sites situated to secure full advantage of the famous Dresden Nuclear Power Station such as transportation facilities, water, fuel and utility sources. In the foreground is the town of Morris, 50 miles from Chicago, on the west border of the 10,000 acre tract. The site is traversed by the Illinois River, linking the Great Lakes with the Mississippi River. Also indicated are proposed bargeways, access roads, railroad spurs from Rock Island, Santa Fe and Elgin, Joliet & Eastern railroads, the Dresden Locks, the confluence of the Kankakee and Des Plaines rivers, and proposed housing and recreational facilities

## Highlights Continued

New $6 million Water Tower Inn, 15-story, 300-room hotel, presents contrast of ultra-modern in architecture with historic 92-year-old Chicago Water Tower. Restaurants have been done in Victorian decor. Architects Hausner and Macsai



Construction has started on this eight-story, $3 million headquarters for the American College of Surgeons at 55 E. Erie St. The 75,000 square foot structure is scheduled for completion in May, 1963. Architects are Skidmore, Owings & Merrill, Inc.



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## Curling Is Catching

(*Continued from page* 19)

somewhat to the curves of the baseball. As with baseball, curling has its "clutch plays," or the plays on which the outcome of the entire game may hinge. But in curling, the "clutch plays" are much more frequent.

The "skip," or captain, of the curling "rink," or team, is charged with a responsibility very much similar to that of a football quarterback or a baseball coach. But if anything, his responsibility is much greater.

In full command at all times, the "skip" must call every shot of his team, judge changing conditions of the ice, spot weaknesses in the other team, and plan a complicated strategy which often varies as the game progresses.

Each "skip" of the opposing "rinks" always has the last two stones to curl. And in doing so, the "skip" almost constantly is faced with a "clutch play," for the last stones usually determine the outcome.

Without doubt, curling is the best adult participation sport available to both men and women of all ages. There's many a curler in the Chicago area in the 70 age bracket, and some who have passed 80.

Unlike the thousands of wives deserted by their golfer-husbands on weekends, most wives of curlers do not permit themselves to become "curling widows." A recent nationwide survey showed that nearly 60 per cent of the wives of curlers have taken up the game themselves. In fact, once smitten by curling, the wives usually devote twice as much time to the game as their husbands.

And unlike nearly every other sport, there is always a place in a game for the raw beginner. The beginner can join a "rink" immediately without damaging the fun of others. The secret lies in a balancing of "rinks" with beginners and veterans.

Curling always has been famed for good sportsmanship, the utmost of courtesy, and camaraderie. One of the game's few rules reads: "Congratulate opposing players when they make a good shot and by the same standard be charitable in not embarrassing a player who has missed a shot. Never confuse humor with sarcasm."

The sport is completely devoid of professionals, although the high degree of skill achieved by some curlers, many of whom are in the Chicago area, could easily make for professionalism.

Gambling is strictly taboo. Even friendly betting would be cause enough for the bettors to be ostracized. There are, of course, trophies or similar prizes for winners of a "bonspiel,' the curling term for tournament. And, in accordance with a long tradition, the winning team usually buys a round of drinks for the losers in a "broom stacking" session after a game.

### *Cross-Section of People*

But perhaps more than anything else, it's the high level of fellowship that makes curling the wonderful sport it is. The game brings together an exceptionally wide cross-section of people. For instance, a nineteenth century curling fan, the Rev. John Kerr of the Parish of Dirleton explained that curling "brings rich and poor together in a way that nothing else can do and without taking from one his dignity or from the other his self respect."

Much more recently, an avid curler of a Chicago area club put it this way: "Curling is the best leveller we ever had around this club. Before curling, no one would speak to you if you didn't re-string your tennis racket twice a week."

Curling is much less expensive than golf. Little gear is needed by the individual player, whose basic needs are a pair of rubbers or rubber-soled shoes to keep from slipping on the ice, long underwear and a heavy sweater to keep warm, and a broom or long handled brush for his turns at sweeping. Frills can be added, of course, such as fancy tams, ornamented with the colorful curling club pins traded among competitors.

The stones—two per curler—cost $65.00 or more a pair, but these are owned by the club. The granite curling stones, incidentally, are traditionally quarried on Ailsa Craig, a rock pinnacle in the middle of the Firth of Clyde in Scotland.

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cause of the noise of the heavy stone on ice, curling consists of sliding the 42½ pound stone down a 139-foot strip of ice, called a "sheet." The object is to have the stones come to rest as near as possible to the center of a three ring bull's eye—the "house"—at the far end of the sheet. The stone or stones nearest the bull's eye are the counters for the winning team.

Each team, or "rink," has four curlers—the "lead," the No. 2 player, vice skip (or No. 3), and the "skip," curling last. Each player curls against his counterpart on the other team, with the competitors taking turns curling two stones each.

When all curlers, four on each team, have delivered a total of 16 stones, the score is determined by totaling the counters in the house, that is, granting one point for every stone that is nearer the center of the bull's eye than any stone of the opposing side. This amounts to an "end," or in baseball parlance, an inning.

A perfect score for an end would be eight, but this eventuality is considered to be about 100 times as rare as a hole in one in golf.

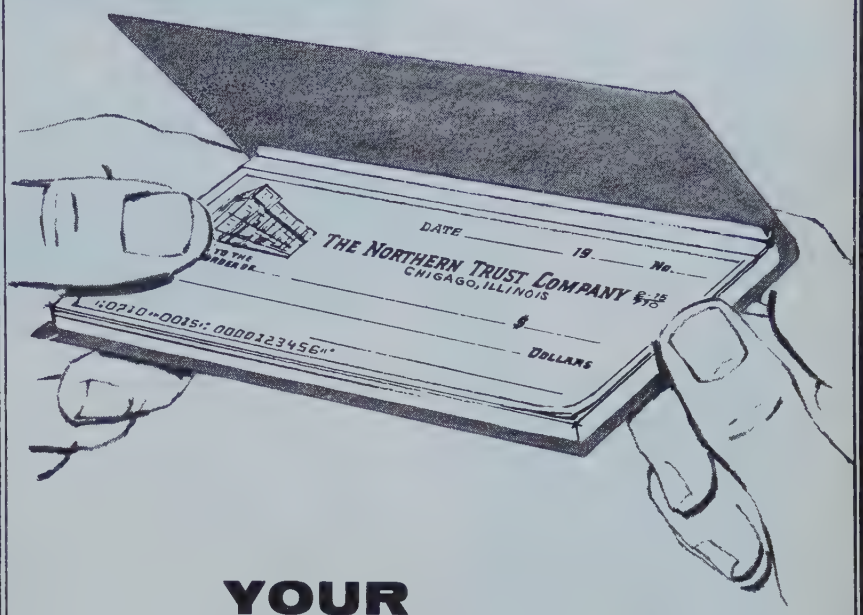
The curlers then turn about and curl the other direction down the ice. A game consists of eight, 10, or even 12 "ends," requiring at least two hours or more of play.

### *Team In Action*

Every curler has an important part to play each time his team is in action. The "skip" (except when he is delivering his stones is in the "house" at the far end, indicating by pointing his broom where he wants the shot placed by his teammate making the delivery. The other two teammates, armed with their brooms or long handled brushes, move briskly down the ice, flanking the moving stone.

Only by command of the skip do they sweep. And by no means is sweeping merely for show or exercise. The rapid strokes of the broom or brush cause the stone to move faster on the friction-melted ice. Sweeping also can affect the direction of the stone by delaying the break of the "in-turn" or "out-turn."

During the five month season, many curlers spend several nights a week and much of the weekend on


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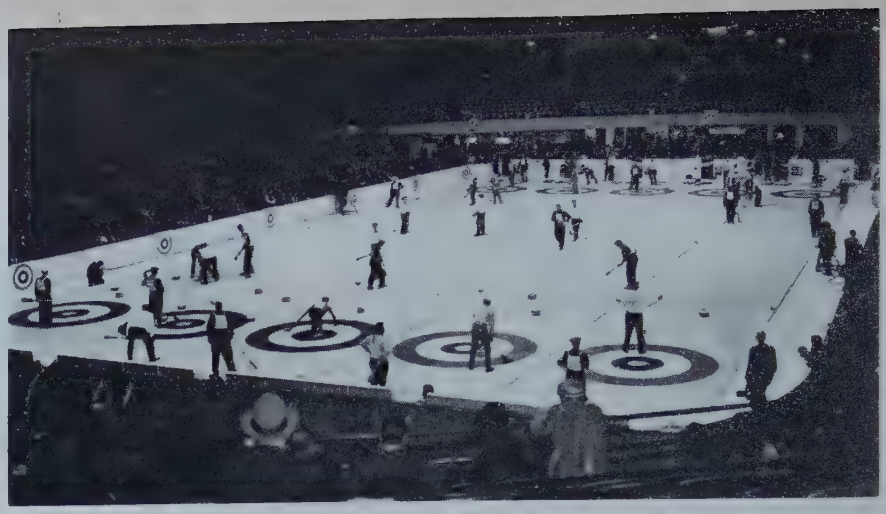
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Scene at the Stadium in Chicago as the first United States Men's National Curling Championship got under way. Forty top curlers from nine states and Canada competed in the four day meet

ice. There are frequent inter-club and invitation "bonspiels," here and at many famous curling spots to the north, all of which often take dedicated curlers away from business and their normal pursuits for several days or a week at a time. Not a season goes by but what some Chicago area curlers also take time out for curling excursions to Canada, Scotland, and Switzerland.

Curling first was introduced to North America by Celtic fur trappers and Highland regiments stationed here in colonial times. But it was not until the 19th century that any formal clubs were established and records kept. The first known Chicago curling club was established in 1854 by a group of Scotsmen who used a frozen pond along Madison street. Later, membership was opened to players of other nationalities.

After the turn of the century, the winters became milder, and the curlers in the midwest and elsewhere lost interest because of the uncertainty of natural ice. In Chicago, there had been curling on ponds in the parks, but the game had died out by 1910.

The present revival here began in the mid-1930's, when curlers, mostly at the Indian Hill, Skokie, North Shore, and Exmoor Country Clubs, again tried natural ice. Then, a small group of the most enthusiastic curlers got together, and in 1949 opened the area's first indoor artificial ice facility, known as the Chicago Curling Club. Now, there are eight clubs with indoor ice—Chicago Curling, Indian Hill, Skokie, North Shore, Glen View, Oak Park, Exmoor, and the Saddle and Cycle Club.

Incidentally, the curling houses, built at a cost of $45,000 or more, have proved to be a winter boon for the country clubs, which, before curling, were often like morgues, for lack of customers during much of the winter season.

In March, 1957, curling caught the public spotlight. Press, radio, and television covered the first United States Men's Curling Championship, staged in the Chicago Stadium under the sponsorship of Marshall Field & Co. This State street department store continues to be a co-sponsor, with the United States Men's Curling Association, of this major event, held each year in a different city. Each year, too, the Chicago Tribune sponsors the Illinois playdown, the state-wide bonspiel determining which team shall represent the state in the national championship.

The United States now has 90 curling clubs with 10,000 men curlers. And, with "curling widows" being a rarity, there probably is an equivalent number of wives and other family members who can be counted as active curlers.

However, the United States' participation cannot compare with that of Canada, where curling rates as a national sport. Curling thrives in all provinces of the Dominion, where there are more than 2,000 clubs with approximately 300,000 men, women, and children enjoying the game.

Many leading businessmen in the Chicago area have actively supported curling, but perhaps none

has done more to further this winter sport locally than has Hughston McBain, retired chairman of Marshall Field & Co.

McBain, who, for one thing, helped create the first curling house at Chicago Curling, has become so well identified in his promotion of the sport that he could well be called Chicago's "Mr. Curler."

"It's a wonderful game that everyone should have an opportunity to enjoy," says McBain.

"The big objective now should be to encourage our park districts in the Chicago area to provide curling houses so that the game could become the great wintertime public sport that it is in Canada."

## Old Kentucky Home

*(Continued from page 21)*

State Park, as well as excellent privately-operated facilities.

Vignette No. 2: The scene: Kentucky Lake. The time, October, 1960. We are giving the *coup de grace* to a huge stack of wheat cakes and ham in the spacious and pleasant dining room of Kentucky Dam Village State Park near Gilbertsville, Kentucky. Chick Anderson, Outdoor Editor of WEHT, Evansville, Indiana, halts the massacre long enough to say: "We can try above the dam for crappie in the morning and then work the fast water below the dam in the afternoon for white bass, saugers or catfish." His fork flashes out, beating mine to the last pancake by a bluegill's eyelash.

We are at Kentucky lake to make a series of TV films. Chick's campaign plan turns out to be nothing short of inspired. The cameraman is kept busy all morning shooting scenes of Anderson and Mercier hauling in slab-sided crappie. We don't pay much attention to the cameraman's muttering in his beard until late in the afternoon after we've about worn out the bearings on his camera with tremendous footage of action with the hundreds of white bass and saugers swarming below the dam which forms the Lake.

The light is failing as the cameraman carefully stows his gear and without a word takes the rod from my hand. "I'm out of film and I don't have any floodlights," he says as he makes his first cast, "and I'll be dipped if I'm going back to Chi-





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cago without catching at least one fish".

Kentucky is another impoundment, formed by a dam 8,422 feet long, backing up water for a distance of 184 miles along the Tennessee river across the State of Tennessee and into Alabama. There are 2,380 miles of shoreline and 158,000 surface acres of water. It was completed in 1944. It is a comparatively shallow lake, ideal for crappie—especially during the early Spring spawning run. Literally thousands of limits of 60 crappies are harvested each year. There are largemouth and striped bass in good numbers, bluegill, sauger, catfish and a few walleye. By the way, the Department is sending another party to Santee-Cooper to catch and return "Rock Fish" to Kentucky Lake as well as Cumberland and Herrington. They've done exceptionally well in Kentucky Lake.

Below the dam in the swift waters of the Tennessee river, fishing is excellent the year around. From these waters some of the greatest catfishing on the continent is available to both sports fishermen and commercial fisheries.

Kentucky Lake is perhaps the most highly developed of the lakes in the Commonwealth. Two state parks are located here, as well as many commercial docks, cabins and motels. At both Kenlake and Kentucky Dam Village State Parks, all kinds of recreation are available in addition to fishing. Beaches are provided, each has a golf course, horseback riding is offered and the lodging accommodations and meals are of the finest.

Vignette No. 3: The scene: Dale Hollow Lake. The time, late June, 1961. "If you want to tie into these big smallmouths, you've got to troll at a good clip or cast and retrieve at a very fast speed with a big-bill deep-running plug", says Amos the guide. The sun is beating down and we aren't adverse to the idea of creating a little breeze with a fast-moving boat—so we take Amos' advice. Result—a beautiful string of smallmouth bass weighing from two and a half to five pounds each. We think it's been a great day—but Amos is disappointed. "Shucks," he says as we dock, "with your reputation, I thought for sure we'd boat at least one or two of those six to seven pounders same as that youngster and his mother I had out last Monday". We feel like slinking out of Dale Hollow hiding that string of miserable small mouths in the deepest recesses of the car trunk.

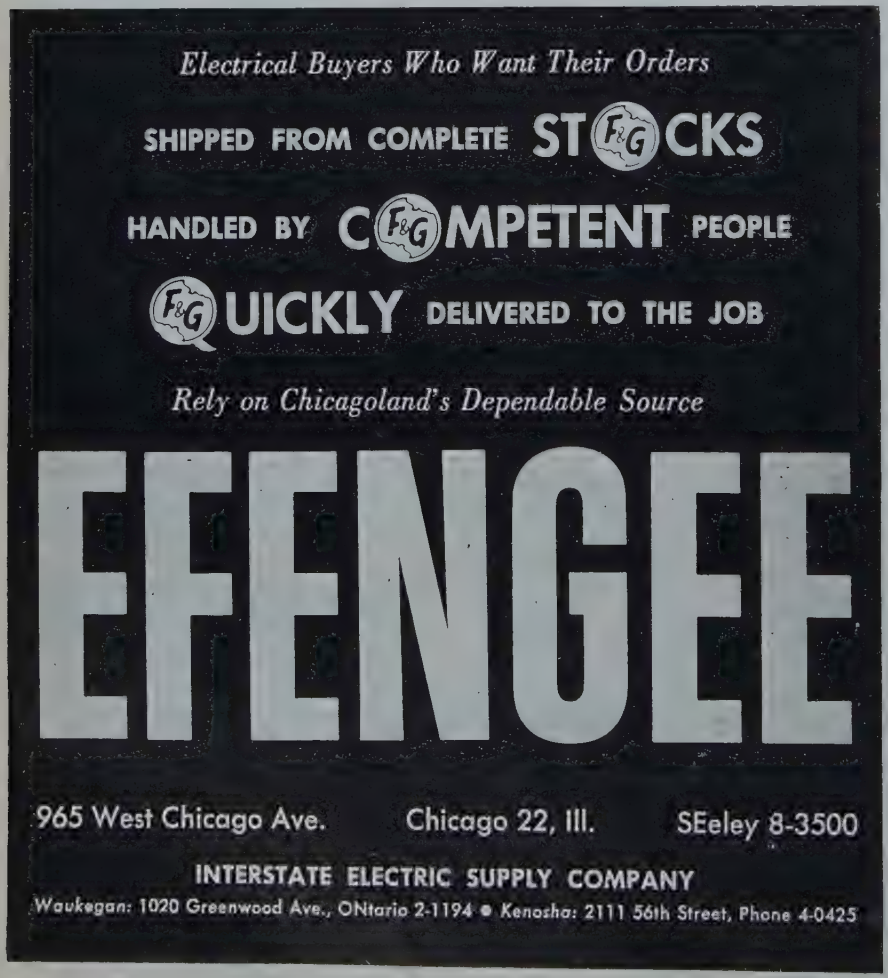
Amos wasn't kidding. This big clean water impoundment produces smallmouth bass in the six or seven pound class regularly. From these waters came the world record in 1956. Paul Hays of Leitchfield, Kentucky landed a smallmouth weighing eleven pounds and fifteen ounces which still challenges all comers.

Some of the finest bluegill in southeastern United States live in this lake. These big fellows offer summer fishing during the lull in smallmouth, largemouth, and Kentucky bass activity and fish of this species in one-pound packages are not uncommon. Some large walleye are being harvested now, especially with the arrival of colder weather. An occasional muskie also is caught. The crappie catch in early Spring is usually good and white bass fishing is excellent throughout the year—in the Spring spawning runs, in the Summer jumps (following schools of fish feeding on the surface) and by night fishing with minnows, and in the Fall by casting. The Spring run of white bass in the tributaries now rivals the famous Dix River white bass run in the headwaters of Lake Herrington.

Dale Hollow dam is in Tennessee, but it backs much of the lake into Kentucky. The dam is 1,717 feet long and backs water a distance of 51 miles with 30,900 acres of surface water with a shoreline of 620 miles. It was completed in 1943.

Vignette No. 4: The Scene: Dix River above Herrington Lake. The time, Spring, 1961. "These are the biggest, hardest-fighting white bass you've ever seen," says Dave as he guides us along the river bank. "I don't care where you've fished for whites before, you're going to see something today." Dave is right. The big battlers are present in numbers so great that I believe we could take hundreds of fish per man, if it were legal to do so.

Herrington Lake Dam, 280 feet high, across the Dix river impounds 3,600 acres of water for a distance of 25 miles. The first major lake constructed in Kentucky, it was completed by the Kentucky Utilities Company in 1924. There are large-

mouth and smallmouth bass, white bass, ocean striper ("Rock Fish"), walleye, crappie, bluegill and channel catfish. The black bass take has been down for several years, the walleye take is sporadic, the crappie catch is generally good in summer months and bluegills offer a standby at any time—but it's the tremendous white bass fishing that makes this lake great. The lake is highly developed and docks and boating facilities are numerous.

Other good Kentucky lakes are: Dewey, completed in 1949, with excellent early Spring and late Fall largemouth bass fishing and fair white bass, crappie, bluegill, walleye and catfish catches. This lake is improving steadily. One state park, but general facilities are under-developed.

Buckhorn Reservoir, across Middle Fork of Kentucky River is 21 miles long. It was completed in 1960 and opened for fishing July 1, 1961. Largemouth, smallmouth, white bass, walleye, crappie, bluegill, channel cat and muskellunge. So far, the catch of bass has been good, crappie and bluegill take fair. No overnight facilities at the lake, but these may be found in nearby towns. Boat ramps are available at the lake.

Three other new lakes are under construction. Barkley will lie alongside Kentucky Lake and will be almost as large. It will be connected with Kentucky Lake by a canal about two miles long. Target date for completion is 1963. The area between the two lakes—Kentucky Woodlands National Wildlife Refuge—and additional areas, are being considered by the U.S. Fish and Wildlife Service for a National Park. Nolin River dam is under construction and should be completed in 1963. This will be a 5,800 acre lake near the newly-constructed Rough River Reservoir. The third dam under construction is near Scottsville on Barren River. Target date is 1965, for this 10,050 acre lake.

Kentucky hospitality is world-famous. The greeting given the sportsman by the fish is as enthusiastic as that given by the many operators of fine resorts. The many good launching sites for boats, excellent docking facilities and beautiful state parks help to make Kentucky a great year-round vacation State. Y'all come. Hear?

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Gas-fired infra-red heaters have recently been installed in a new United Air Lines hangar at Chicago O'Hare International Airport. Here the planes are serviced, and de-iced if necessary, under glowing red ceramic units suspended from the ceiling.

No matter how cold it is outside, the Gas infra-red heaters direct their warming rays to supply perfectly controlled heat to the people and equipment below. Like rays from the sun, the energy from Gas burners heats only the objects touched without wasting heat on the intervening air. The warmed floors and walls of an infra-red heated building also produce warmth by means of radiation, conduction and convection.

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**THE PEOPLES GAS LIGHT AND COKE COMPANY**




THIRTY-ONE projects in Metropolitan Chicago during the month of September represent an investment of $11,849,000 compared with 31 projects and an investment of $9,650,000 for September, 1960. To date this year, there have been 309 projects and an investment of $189,010,000 compared with 283 projects and $188,765,000 for the first nine months of 1960.

Projects covered in this report include construction of new plants and industrial warehouses, expansion of existing plants and warehouses, and acquisitions of land or buildings for industrial purposes.

• ***Walgreen Company,*** 4300 W. Peterson, recently acquired 20 acres of land located at St. Charles and Wolf Roads in the Village of Berkeley, south of Bellwood. The firm plans to build a warehouse containing 250,000 square feet of floor area on the site. Construction is expected to begin early in 1962 and is scheduled for completion late in the year. The warehouse will operate in addition to the company's present facility at 4720 S. St. Louis Avenue, which currently supplies the company's Chicago stores and many of its Midwest units. Architect — Skadberg Olson Company.

• ***American Maize Products Company,*** producer of corn syrup, starch, cattle feed dextrine and lactic acid products, is constructing a 179,000 square foot plant addition to its facilities at 113th Street and Indianapolis Boulevard, Hammond. The addition is scheduled for completion in the spring of 1962. Architect — Shaw, Metz and Associates; general contractor — Campbell, Lowrie and Lautermilch.

• ***Abbott Laboratories,*** producer of drug, pharmaceutical and nutritional products, at 14th Street and Sheridan Road, North Chicago, recently announced the purchase of 420 acres of land on the west side of Waukegan, one-quarter mile south of Buckley Road. The company plans to develop the site, to be known as "Abbott Park," as a manufacturing, administration, training, and research center, to supplement Abbott's North Chicago facilities. Brokers — Scribner and Company and Heil and Heil.

• ***Great Northern Manufacturing Company*** and its subsidiary, ***General Bathroom Products Company,*** 1056 N. Wood Street, recently acquired 150,000 square feet of land at Touhy Avenue and Nicholas Street in Centex Industrial Park. A plant containing 50,000 square feet of floor space will be built on the site for the relocation of the two companies next spring. Principal products of Great Northern are fluorescent lighting fixtures and mercury vapor luminaries. General Bathroom produces medicine cabinets, vanities, and bathroom accessories. Brokers — Davis, Pain and Company and Bennett & Kahnweiler; general contractor — Northern Builders, Inc.

• ***Ames Supply Company,*** distributor of typewriter parts at 564 W. Randolph Street, recently acquired three acres of land in Ellsworth Park Manufacturing District, where the company plans to build a 45,000 square foot plant for the relocation of its operations in 1962. A principal part of the company's activity is the assembly of typewriter platens manufactured by its affiliate, Ames Rubber Company, Hamburg, N.J. Broker — Branigar Organization, Inc.

• ***Bloomfield Industries, Inc.,*** manufacturer of restaurant equipment, recently broke ground for 50,000 square feet addition to its plant

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at 4546 W. 47th Street. Construction is scheduled for completion late this year. Architect — A. Epstein and Sons, Inc.; general contractor — Roberts-Lang-Gray, Inc.

• ***The Weyerhaeuser Company*** Lumber and Plywood Division at 100 Addison Street, Elmhurst, has under construction a 45,000 square foot warehouse and office building on Carnation Street, Franklin Park. The building is scheduled for completion early next year. Architect — Albert E. Eiseman Jr.; general contractor — Edwin E. Hartrich and Son.

• ***Reflector-Hardware Corporation,*** manufacturer of metal merchandising equipment, is adding 52,000 square feet of floor space to its plant at 1425 N. 25th Avenue, Melrose Park. The addition is scheduled for completion late this year. Architect — A. Epstein and Sons, Inc., general contractor — Fred Teitelbaum Construction Company.

• ***American Oil Company*** is scheduled to expand facilities located in the vicinity of 2500 New York Avenue, Hammond, during the coming months. Construction will involve a new fuel blending building and additions to auto laboratory, office and service buildings, totaling about 16,000 square feet.

• ***Schering Corporation,*** distributor of pharmaceutical products at 251 East Grand Avenue, has broken ground for a new office and warehouse containing approximately 26,000 square feet on a two-acre site on Natchez Street near Howard Street in Niles. The building is scheduled for completion early next year. General contractor — J. Emil Anderson and Son.

• ***S & C Electric Company,*** is adding approximately 27,000 square feet of floor space to its plant at 6617-45 North Ridge Boulevard. The addition is scheduled for completion late this year. The company manufactures high voltage switchgear for electric utilities, industrial plants and commercial buildings. Architect — Wm. Scheidemantel.

• ***Ball Brothers Company, Inc.,*** manufacturer of containers, caps and closures with general offices in Muncie, Ind., recently acquired for use 60,000 square feet of floor space in the Interlake Industries Building at 200 Moen Avenue, Rockdale. The company will manufacture a new type of plastic container at this address and will be in full production by January, 1962. Pilot plant equipment will be furnished for the operation by the company's research division located at Boulder, Colo.

## Barometer Blues

*(Continued from page 16)*

have learned to expect extra work on such days.

The seasons seem to influence our efficiency. When the errors made by a group of bank clerks were tabulated, it was found that there were relatively few in spring, but in summer they rose. In the fall they dropped off again, in winter they rose once more.

We are absent-minded when the barometer goes down. Traffic and industrial accidents soar on falling barometer days, and headaches, fainting spells and acute appendicitis are more common—the latter to such a degree that surgeons often look for an outbreak of them just before a storm. A druggist will tell you he sells many more headache tablets on low-pressure days.

Worker efficiency also follows a plunging barometer, sometimes falling by as much as ten per cent. And, since many people wake up despising everything—their jobs included —absenteeism commonly rises when the barometric pressure is low.

If you are in business, avoid your most difficult customer on falling-pressure days, is the advice of Dr. Mills who has discovered that "Climate makes the Man." You may suffer greatly from damp days and heat waves while your neighbor can stand them well. High temperatures and high humidities depress everybody's morale.

In fact, a salesman should not feel too guilty if he just stops work altogether at the first sign of a storm for the chances are he will make few sales of any importance. Certainly he will have to work harder, talk faster, promise more, and even then his wares will lose their luster in the shadows of a sinking barometer.

All business, of course, has weather problems of some sort. A New York cigar store chain figures to lose $4,000 in sales on wet and windy

days. A specialty shop owner finds that people are more likley to return items purchased on dreary days.

On the other hand, rainy days may be good for department stores, provided the rain does not start too early. Shoppers usually prefer to stay in one store rather than brave the elements.

Air conditioning in the tropics as well as in periods of heat spells improves the general health and increases working efficiency. Many summer days in so-called temperate regions are more exhausting than those experienced in the tropics.

Air conditioning has the same effect on people as fresh water on wilting flowers. You feel rejuvenated when you enter an air-cooled room on a hot summer day. Air conditioning in homes and offices is developing gradually, and we foresee a not too distant future when it has become a "must" for year around comfort.

### *Relief For Symptoms*

What can you do if you are sensitive to weather changes and dependent on the rising or falling barometer? Single symptoms of weather sensitiveness such as headaches, extreme fatigue or nervous tension and excitability may be relieved by proper drugs and medications. Don't forget them after you have found out which drugs are helpful to you. Hot baths and showers are recommended in other cases, or an hour or two of absolute rest in a quiet, possibly darkened, room.

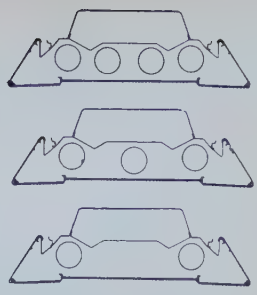
The most important and helpful factor, however, is to recognize the influence of the weather on mood and temper, on working capacity and general well being. Try to know yourself! Before you start worrying about your restlessness and irritability, before you start fretting over your boss's irritability, you should realize that the weather may be playing its insidious tricks.

Is the barometer falling? Has a cold spell suddenly given way to a warm humid wind? Is the air smoky, or is there a familiar depression which many people cannot help feeling on gloomy days?

If you are aware of those influences, the knowledge alone will take much of the stress and tension out of life on low-pressure days. It will bring you hope and relief, and will

*(Continued on page 45)*


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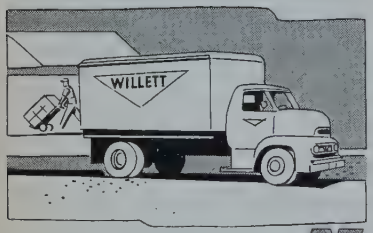
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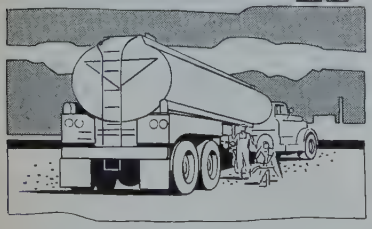



TRUCK LEASING

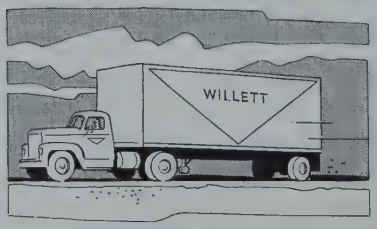
National Lease



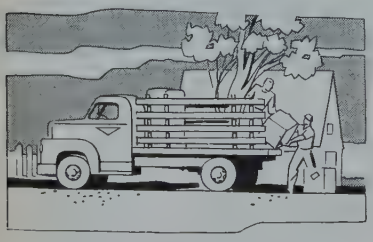
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# Transportation and Traffic



THE Civil Aeronautics Board is considering establishing rules defining the area within which an air carrier may perform pickup and delivery service on air cargo. At the present time there is no prescribed rule defining the geographical area within which a carrier can provide pickup and delivery service and the C.A.B.'s authority has been restricted to either accepting or rejecting tariffs as they are filed. For the most part tariffs proposing the service beyond 25 miles of the airport or from the corporate limits of a city have been rejected. The C.A.B.'s announcement said; "A clearer definition of the geographical area within which an air carrier is free to inaugurate pickup-and-delivery service is desirable. Clarification will be of assistance both to the industry in its planning for air cargo services, and to the board's staff in the administrative handling of pickup-and-delivery tariff filings." Stating that mileage is the appropriate means of defining such areas, the C.A.B. added: "With these factors in mind, we have tentatively concluded that except for the two top air cargo generating points, New York and Chicago, the authorized terminal area for pickup-and-delivery services in connection with air transportation shall extend to a radius of 50 miles from municipal center (city hall or its equivalent) of the certificated point." With respect to the New York and Chicago terminal areas, the Board tentatively concluded that the former include in addition to the five boroughs of New York City, eight counties in New York state, nine counties in New Jersey and three counties in Connecticut. "The Chicago terminal area," the C.A.B. added, "shall include, in addition to the city itself, eleven counties in Illinois, two counties in Wisconsin and two counties in Indiana. . . ."

• ***Stopping Interstate Shipment*** Within Origin State to Partially Unload Found Legal: Interstate Commerce Commission Examiner Otto A. Hanson, in a recommended report and order, expressed the opinion that motor common carriers may legally establish stopping-in-transit arrangements to partially unload mixed shipments of interstate and intrastate traffic. The recommendation was issued in No. 33699, Central States Motor Freight Bureau, Inc., Petition for Declaratory Order. Examiner Hanson noted that while the petition specifically requested a declaratory order, no case or controversy is presented which requires an order and the questions presented can better be disposed of under the Commission's general power to issue interpretive rulings. The Chicago Association of Commerce and Industry, in a statement filed with the Commission in support of the petition, said that there is an economic necessity for the establishment of tariff rules to permit an interstate shipment to be stopped in transit within state of origin to partially unload and that the confusion regarding the legality of rules authorizing such service should be removed.

• ***Ocean Freight Forwarder Legis***lation Signed By President: President Kennedy has signed S. 1368 permitting the licensing of ocean freight forwarders and also allowing forwarders to receive payment of brokerage fees in connection with shipments on which the forwarders performed freight forwarding services. The new law defines an independent ocean freight forwarder and provides for compensation from common carriers by water to the extent of the value rendered such water carrier in connection with any shipment dispatched on behalf of others when and only when the forwarder


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is licensed and has performed the solicitation and securing of the cargo for the ship or the booking of or otherwise arranging for space for such cargo and at least two of the following services:

1. The coordination of the movement of the cargo to shipside.
2. The preparation and processing of the ocean bill of lading.
3. The preparation and processing of dock receipts or delivery orders.
4. The preparation and processing of consular documents or export declarations.
5. The payment of the ocean freight charges on such shipments.

If signed by the President, this legislation will nullify an order of the Federal Maritime Board prohibiting carriers from paying brokerage fees to freight forwarders.

• ***Committee Amends Proposed*** Central Area Motor Rate Hike: The Central Committee of Central States Motor Freight Bureau, on reconsideration of Docket 41910 proposing an adjustment in class and commodity rates, approved the following:

1. Increase minimum charges on less than capacity loads by 25 cents per 100 pounds.
2. Increase less truckload and any-quantity rates on shipments weighing under 1,000 pounds by 25 cents per 100 pounds.
3. All shipments moving on rates other than those covered in paragraphs 1 or 2 to be subject to a surcharge of $1.00 per shipment.

The above adjustment is intended to supersede the $1.00 per shipment surcharge which became effective April 14, 1961.

• ***Governor Kerner Signs Bill In***creasing Length of Vehicles: Governor Kerner has signed S. 494 which increases the length of regular type tractors and semi-trailers operating over the highways in Illinois to 55 feet. This is an increase of five feet over the previous maximum length. The new law also allows a 60-foot length for auto transport tractors and semi-trailers and all other types of combinations, including double bottoms—a boost of 10 feet over the earlier limit.

• ***I.C.C. Extends Service Order*** Blocking N.Y.C. Railroad's L.C.L. Embargo: The Interstate Commerce Commission has extended the expiration date of its Service Order No. 938, which annuls New York Central Railroad Embargo No. 164, until October 31, 1961. Through Embargo No. 164 the New York Central proposed to discontinue handling less than carload traffic, except on shipments originating and destined to 12 key points on its system.

## Private Enterprise

*(Continued from page 15)*

more important insurance against the destruction of our system?

If private enterprise is prepared to do its part in this struggle, what specifically can it do? First, we must realize the nature and the danger of the struggle; second, we must become fully aware of our stake in the contest.

Obviously business must continue to do its job of being productive and profitable. It must perform a useful economic role. It must make profits, not only for the benefit of its owners but to continue to provide jobs and useful production. The losses of an individual business is also waste of the resources of the community.

Business needs to build confidence in the integrity of its leaders, its methods and of its products. Such confidence must be deserved.

It must accept competition as essential to the system, not only to assure efficiency, but to justify its continued existence. It is becoming more and more apparent that a free electorate will no longer support unregulated private monopolies.

Business needs to demonstrate a degree of social responsibility acceptable to the community in which it operates and commensurate with its importance in such community The larger the enterprise the greater this responsibility.

In a world of imperfect humans, it is unrealistic to expect that business leaders shall be perfect. However, they are, by and large, better educated, of greater ability and influence than the average citizen. Is it, therefore, unreasonable to expect of them a higher than average level of responsibility, integrity and leadership?

But today it is not sufficient for private business to be admirable. It must also be able to convince others —the politicians, the press, the educators and churchmen, and finally the voters, that it performs its economic function better than any other system. And yet how few of us attempt to explain and interpret

the system to our workers, customers, neighbors, the general public, or even our own children.

We have the best product to sell. Under the private enterprise system, more people in the mid-20th Century live better than ever before. It has most effectively multiplied production and divided wildly its benefits. It has accomplished what socialism merely promises for some indefinite future.

But in concentrating on performance it has failed to win sufficiently the confidence and recognition even of many who reap its productive benefits. It has sold its products, but not itself. Private business faces the danger of being destroyed because of poor public relations.

### *Inevitable Development*

Now let us look at the particular role of private enterprise in the inevitable development of the great areas of the world which are far behind in modern economic life.

I say inevitable development — their progress will not keep pace with their hopes. They will make errors and encounter setbacks, but they will go on. The question is whether their growth will be basically through private endeavor or through some system of statism, call it socialism or communism. If the latter should be the chosen path, it will lead to a strongly controlled and directed economy, with the driving force in the whip of centralized power. And let no one imagine that when economic freedom is destroyed that the other freedoms of the ballot, the press and religion will long endure.

Why do we of the countries high on the economic ladder have a stake in the course which the less developed areas take? Simply this. If their massive populations, their resources and their influence in world opinion is aligned against the private enterprise system, their weight will heavily tip the scales.

Therefore, aside from the economic opportunities in the developing areas—growing markets, attractive profits—we need them as allies in the contest for preservation of our system. As a matter of simple mathematics, we need more recruits to the ranks of capitalists in the world.

If we only realize it, modern life permits ready creation of capitalists. It makes possible for a man or woman to own land, a home, a business, or shares in a corporate enterprise—and each such individual becomes a capitalist — a person of property. They will not welcome those who may come to take it away and give it to the State.

Improving the opportunities for multiplying the number of such capitalists, that is the building of a middle class, should be the prime objective of businessmen, both local and foreign. This will be the greatest force in these areas toward a better life for the people, and political and social stability under a free system.

To achieve this the private businessmen in the more developed countries can make an important contribution. They can supply: 1. Experience—not only technical, but the spirit of enterprise, management, improved methods of procedures. 2. Capital—from both busines and financial sources. 3. Examples of both the concept and the demonstration of the best features of progressive modern business. The image which is created by foreign businessmen may well determine whether the developing countries choose private enterprise as their model.

Both because it is good business and good psychology, there are advantages in partnership between foreign and local interests. These countries may well decide that a government-owned enterprise is preferable to one wholly owned by foreigners —whereas, if their own citizens can participate, they may welcome the foreign partial ownership.

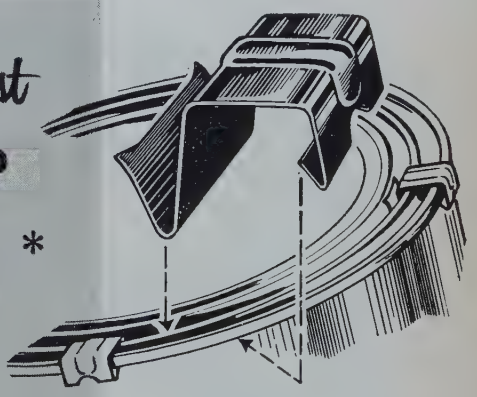
I am pleased to find that there is a trend among United States and European companies to seek such joint ventures with local businessmen and investors. The financial advantages of employing the maximum number of local personnel is widely accepted. But despite this, the politicians and nationalists continue to complain that enterprises directed by foreigners give no opportunities to the natives. This is another example of business failing to tell its story.

Let us put the problem in simple human terms. An individual moves to a new community. He is a strang-

(*Continued on page* 51)

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| Vessel | Line | Date |
|---|---|---|
| **Continental Ports** | | |
| Vibyholm | Swedish-American | Oct. 18 |
| Lealott | Hamburg-Chicago | Oct. 19 |
| Ternefjell | Fjell-Oranje | Oct. 19 |
| Transatlantic | Poseidon | Oct. 19 |
| Kristina | Nordlake | Oct. 20 |
| Weissenburg | Hamburg-American | Oct. 20 |
| Edwin Reith | Michigan Ocean | Oct. 23 |
| Transeurope | Poseidon | Oct. 24 |
| Valeria | Hamburg-Chicago | Oct. 24 |
| Chicago | French | Oct. 25 |
| Prins Willem IV | Fjell-Oranje | Oct. 25 |
| Suderholm | Hycar | Oct. 25 |
| Wolfgang Russ | Ernst Russ | Oct. 27 |
| Transontario | Poseidon | Oct. 30 |
| Volumnia | Hamburg-Chicago | Oct. 31 |
| Otis | Swedish-American | Nov. 1 |
| Catherine Sartori | Michigan Ocean | Nov. 2 |
| Maria Teresa | Nordlake | Nov. 2 |
| Tinderfjell | Fjell-Oranje | Nov. 3 |
| Luksefjell | Fjell-Oranje | Nov. 6 |
| Transpacific | Poseidon | Nov. 7 |
| Emmstein | Hamburg-American | Nov. 8 |
| Leada | Hamburg-Chicago | Nov. 8 |
| Werratal | French | Nov. 8 |
| Prins Alexander | Fjell-Oranje | Nov. 10 |
| Braheholm | Swedish-American | Nov. 13 |
| Kari-Ragnar | Nordlake | Nov. 15 |
| Magdeburg | Hamburg-American | Nov. 15 |
| Transquebec | Poseidon | Nov. 15 |
| Learina | Hamburg-Chicago | Nov. 16 |
| Prins Willem V | Fjell-Oranje | Nov. 16 |
| Prins Willem Van Oranje | Fjell-Oranje | Nov. 18 |
| Virgilia | Hamburg-Chicago | Nov. 25 |
| **United Kingdom Ports** | | |
| Nardo | Bristol City | Oct. 19 |
| Kristina | Nordlake | Oct. 20 |
| Maj Ragne | Swedish-Chicago | Oct. 23 |
| Monica Smith | Swedish-Chicago | Oct. 25 |
| Beechmore | Furness Great Lakes | Oct. 26 |
| Elfriede | Cunard Great Lakes | Oct. 26 |
| Manchester Venture | Manchester Liners | Oct. 26 |

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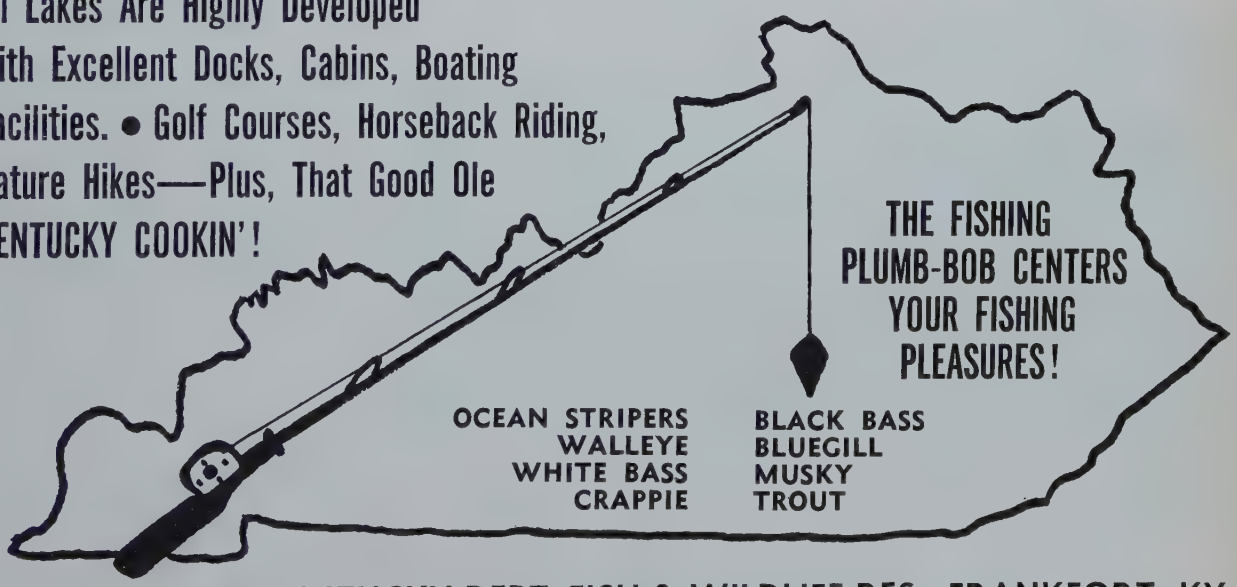
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| | |
|---|---|
| Fair Head<br>Head | Oct. 27 |
| Rutenfjell<br>Fjell-Oranje | Oct. 27 |
| Caroline Smith<br>Swedish-Chicago | Nov. 2 |
| Maria Teresa G.<br>Nordlake | Nov. 2 |
| Grindefjell<br>Fjell-Oranje | Nov. 3 |
| Frederik Ragne<br>Swedish-Chicago | Nov. 10 |
| Prins Frederik Willem<br>Fjell-Oranje | Nov. 11 |
| Kari Ragnar<br>Nordlake | Nov. 15 |
| Helga Smith<br>Swedish-Chicago | Nov. 20 |

**Scandinavian and Baltic Ports**

| | |
|---|---|
| Skogholm<br>Swedish-American | Oct. 18 |
| Vibyholm<br>Swedish-American | Oct. 18 |
| Maj Ragne<br>Swedish-Chicago | Oct. 23 |
| Monica Smith<br>Swedish-Chicago | Oct. 25 |
| Byklefjell<br>Fjell-Fjord | Oct. 28 |
| Otis<br>Swedish-American | Nov. 1 |
| Caroline Smith<br>Swedish-Chicago | Nov. 2 |
| Topdalsfjord<br>Fjell-Fjord | Nov. 2 |
| Frederik Ragne<br>Swedish-Chicago | Nov. 10 |
| Braheholm<br>Swedish-American | Nov. 13 |
| Torsholm<br>Swedish-American | Nov. 15 |
| Helga Smith<br>Swedish-Chicago | Nov. 20 |

**Mediterranean Ports**

| | |
|---|---|
| Joliette<br>Fabre | Oct. 19 |
| Cordoba<br>Fabre | Oct. 24 |
| Robert L. D.<br>Montship-Cape | Oct. 30 |
| Banda<br>Nedlloyd Line | Nov. 1 |
| Exiria<br>American Export | Nov. 14 |

**Caribbean Ports**

| | |
|---|---|
| Chr. Sartori<br>Michigan Ocean | Oct. 16 |
| Magdalena Reith<br>Michigan Ocean | Oct. 30 |
| Francisca Sartori<br>Michigan Ocean | Nov. 6 |

**Japanese and Hong Kong Ports**

| | |
|---|---|
| Masashima Maru<br>Iino Lines | Oct. 17 |

## Readers' Viewpoint

*(Continued from page 3)*

living quarters, they will not continue to pursue their filthy habits?

The point I am trying to bring out is, how long will it be before these potential "slum makers" will have these modern buildings in such a condition that they will themselves be classed as slum areas. Or will the building owners be saddled with the impossible job of teaching the tenants decency?

More power to the slum clearance program but what has been done to make the dweller conscious of his part in the program and his responsibility to the community?

GEORGE N. CASE
5340 BERENICE
CHICAGO, ILLINOIS

To the Editor:

I thought the article entitled "Urban Renewal Is Your Business" in the September, 1961 issue of COMMERCE was one of the finest articles I've seen in this magazine in several years. In very general terms, I believe the article adequately spells out the fact that urban renewal is everyone's business.

LAWRENCE E. KLINGER
RESEARCH LABORATORIES
SWIFT & COMPANY

## New Illinois Code

*(Continued from page 17)*

will be common problems in commercial law.

Obviously a statute of the Code's magnitude must be long. As printed for the Illinois General Assembly, the Code ran to 216 pages, exclusive of the index. The Official Text of the Code with explanatory comments is 713 pages long. But for once we will have in Illinois a comprehensive statute where answers can be found to commercial law questions.

### *Explanatory Comments*

One difficulty which everyone had with older uniform acts, as with any other legislation, was in trying to figure out how the words of the statutes applied to the occurrence in question. The Code contains explanatory comments to help in the interpretation of each section. This

will not only benefit the lawyers who are putting the Code to work, and their clients who need prompt and sure advice, but it will also promote uniformity in interpretation among the states adopting the Code. Since all businesses operate in interstate commerce, in one degree or another, the advantages of uniform laws, uniformly interpreted, are self-evident.

### *Interstate Sales*

Problems in interstate sales started the movement which led to the Code. In 1939 the Commerce and Industry Association of New York, then called the Merchants Association, drafted a proposed statute on interstate sales for Congressional enactment. The obvious impossibility of trying to distinguish between intrastate and interstate sales, with two conflicting statutes, led to an abandonment of this effort. But the National Conference of Commissioners on Uniform State Laws, with the collaboration of the Commerce and Industry Association, undertook a revision of the Uniform Sales Act. (The Commissioners are appointed by the governors of the various states, and their National Conference is responsible for our greatly respected uniform laws which cover a wide range of subjects.)

At this same time, the National Conference was considering a revision of the Uniform Negotiable Instruments Law. It was the idea of the then president of the Conference, William A. Schnader of Philadelphia, that since commercial law was really a unified field, it ought to be treated in a single uniform act. The American Law Institute, composed of some of the most eminent judges, practicing lawyers, and law professors in the country, joined in the undertaking. After many years of drafting and re-drafting, the result was the Uniform Commercial Code.

The Code was introduced into the legislatures of Pennsylvania and New York in 1953. It was passed unanimously in Pennsylvania, becoming effective on July 1, 1954. In New York it was referred to the Law Revision Commission for hearings. As a result of the Pennsylvania experience and the hearings of the New York Commission, the Code was extensively revised. The revised version is now in force in Pennsylvania and it has been adopted by twelve other states. Prior to this year, the Code was enacted in Massachusetts, Kentucky, New Hampshire, Connecticut and Rhode Island. It has been adopted thus far in 1961 by Ohio, Arkansas, New Mexico, Wyoming, Oregon, Oklahoma, and Illinois. The Code is clearly on the way to complete national acceptance, a result which businessmen can only applaud.

The Code covers sales of personal property, commercial paper (notes, checks, drafts), bank deposits and collections, letters of credit, bulk sales, documents of title (bills of lading, warehouse receipts, air bills, and the like), investment securities (share certificates, bearer and registered bonds, debentures, and other investment paper), and the entire field of security in personal property (formerly known as pledges, chattel mortgages, conditional sales contracts, trust receipts, factor's liens, and assignments of accounts receivable).

Most of the Code's provisions will not change standard business practices but will give them an up-to-date statutory basis.

Probably no business man ever looked at the consequences of an ordinary sales contract from the standpoint of where "title" to the goods involved might have been at a particular time. But the Uniform Sales Act hinged such consequences as the risk of loss on the location of title. Title was evidenced by no piece


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of paper. It was a purely metaphysical concept which no one could possibly understand.

The Code treats a sale of goods as a contract, and the risk of loss and other incidents of the sale follow from the contract, without resorting to the idea of the passage of title or "property" in the goods.

It has long been the rule that an offer to buy or sell goods could be revoked before acceptance, unless a consideration was paid to keep the offer open. Under the Code such an offer, given in writing by a merchant, will not be revocable just because no consideration was paid. The offer will be held open as long as agreed, but not over three months in any event. The merchant will be held to his word. Of course this represents no change in the way business has often been conducted between reputable business men, but it gives their custom a legal basis, which it has never had before.

Our courts have long refused to enforce "unconscionable" clauses in contracts, but the result has had to be reached by subterfuge, such as a strained construction of the contractual provision involved. Now the courts will be expressly authorized to do directly what they have formerly done indirectly. While the parties may present evidence on the "commercial setting" of the contract, it is up to the court to decide if the contract, or any part of it, is unconscionable, and if it is, the court may refuse enforcement.

As was true under the Uniform Sales Act, sellers of goods will still make certain warranties to buyers. In general, a seller warrants that what he sells is "merchantable," that the goods are at least fit for the ordinary purposes that they will be used for. It used to be held that since the contract was between a seller and a buyer, no one else could take advantage of the seller's warranties, because no one else was in a relation called "privity of contract." But it seems very harsh to say that a child who drinks milk containing white paint cannot recover for his injuries from the dairy that delivered the milk by contract with the child's father. So an exception to the privity requirement has gradually developed, even under the Uniform Sales Act, in the case of food and beverages. The Code recognizes this development, and whatever warranties the seller has made to the buyer will extend to members of the buyer's household and to guests, if it is reasonable to expect that these people may use or consume the goods.

The old Negotiable Instruments Law, affectionately called the "N.I.L." by generations of lawyers, attempted to regulate what its name suggests — that is, negotiable instruments. Non-negotiable paper, such as registered bonds, was left in limbo. And the same rules applied to a simple promissory note for ten dollars or a corporate obligation for ten million. Of course in the 65 years since the N.I.L. was drafted, a lot of business practices have changed.

### *Realistic Approach*

The Code takes a more realistic approach. It divides "debt" obligations into two classes: commercial paper (such as drafts, checks, certificates of deposit, and notes) and investment securities (bearer and registered bonds, stock certificates, and certain types of investment paper not now covered by any statute in Illinois). The rules governing the two kinds of obligations are different, as they ought to be, to conform to business and personal expectations.

The groups sponsoring the Commercial Code in Illinois were particularly impressed with the Code's Article on Letters of Credit. We have had no statutory law on the subject in Illinois, and there are essentially no Illinois decisions in this area. The opening of the St. Lawrence Seaway made it imperative for Illinois to move in this field, so that we could take better advan-




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tage of foreign trade through letter-of-credit financing.

For many years Illinois has had no statute governing Bank Deposits and Collections. This deficiency will be remedied by the Code. We do have statutes governing bulk sales, warehouse receipts, and bills of lading, and the Code makes no significant changes in these areas.

The only article in the Code that makes substantial changes in Illinois law is Article 9 on Secured Transactions. At the present time we have independent and competitive forms of chattel security, such as the chattel mortgage, the factor's lien, and trust receipts, which are all regulated by statutes, and the conditional sales contract, which is unregulated in its security aspects. Like Topsy, our law in this field has just "grow'd." It is neither logical nor satisfactory.

A manufacturer in Illinois has no reasonable means of financing inventory in the hands of dealers. Chattel mortgages securing consumer loans are frequently not recorded — and so are not good against third parties — because recording is more expensive and more trouble than it is worth; for all practical purposes insurance is just as good and it's cheaper.

Under the Code, we deal very simply with secured transactions, secured parties, and debtors. Confusing terminology is done away with. Distinctions among kinds of collateral are abolished, insofar as they are based solely on the "form" the transaction was given. Traditional financing devices can still be used, of course, but new forms of financing will be made available to the business community. Simple and effective liens on raw materials or work in process or fixtures can be created. The intentions of businessmen can be carried out, without the overly technical requirements of our present labyrinthine regulations.

You will like doing business under the Uniform Commercial Code. Bankers and businessmen in Pennsylvania and Massachusetts have been extremely enthusiastic about it. But legislation of this magnitude is never passed just because almost everybody thinks it is good. In Illinois one of the most important indorsements the Code received was from the Board of Directors of the Chicago Association of Commerce and Industry. The Board approved the recommendation of its Legislative Committee, of which James E. Day was chairman. The Code was also indorsed by the Boards of the Chicago and Illinois State Bar Associations. The legislation was officially sponsored by the Illinois Commissioners on Uniform State Laws, of which Albert E. Jenner, Jr., is chairman, and it was promoted by a Citizens' Committee composed of bankers, businessmen, and lawyers throughout the state of Illinois.

## Barometer Blues

*(Continued from page 35)*

prevent depression which has been brought on by weather. What looks like an intolerably bad temper or a bad-luck day may be nothing but a sunspot or too much soot in the sky!

A strong cup of coffee may give some people relief from the unpleasant feeling of anxiety on low-pressure days, while other people are made more restless by stimulants. You have to find out for yourself what is best for you.

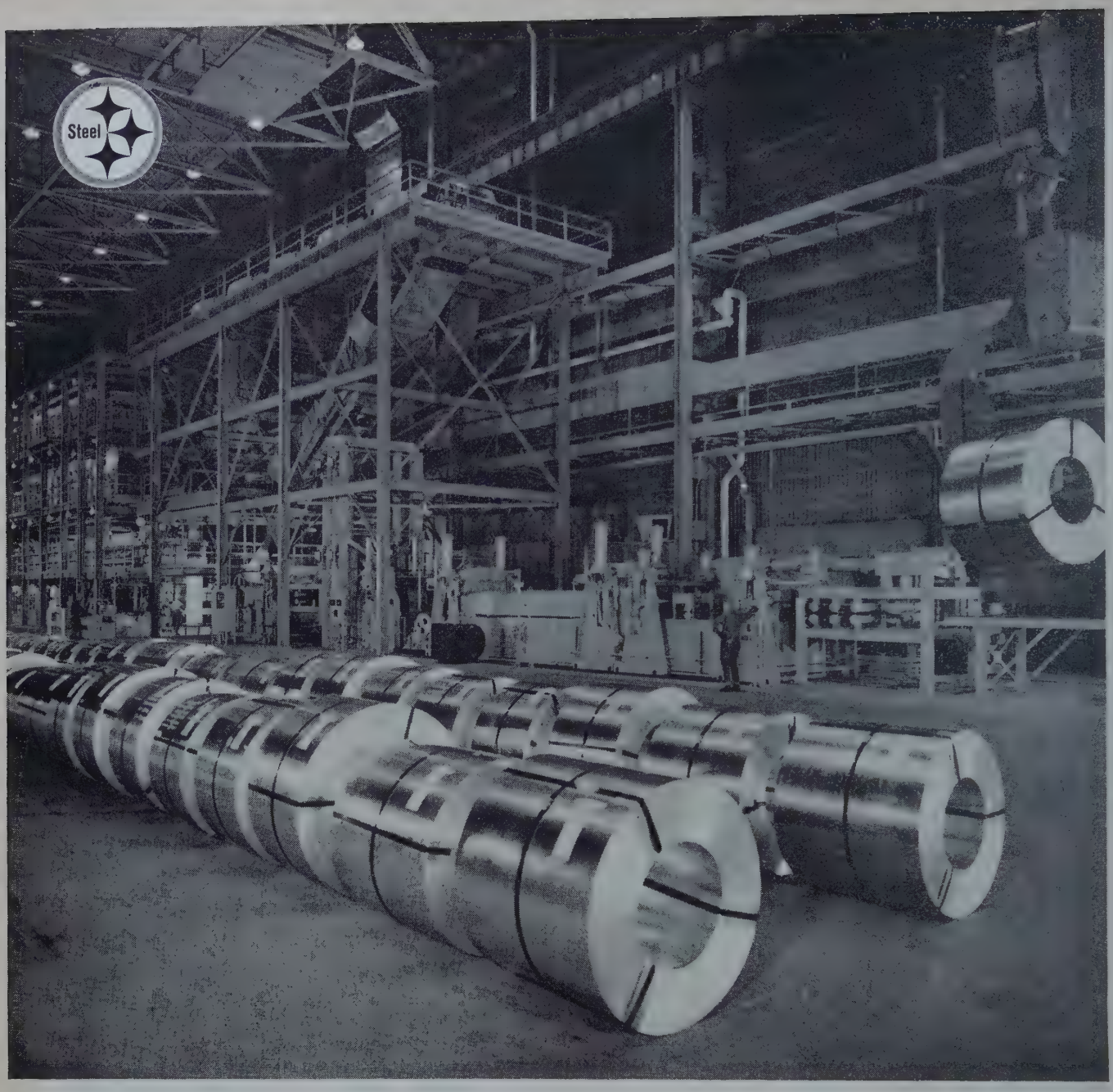
People who are extremely sensitive to weather conditons may have to leave a town or a region for good. At any rate, when in business you have to deal with a difficult customer and a knotty problem, call on him when fair weather and a rising barometer are standing by as your allies.

Your physical and mental reactions to weather changes may occur immediately with the change of the weather. Other people may take hours, or even a day or two, until the weather effects will be noted in their behavior. However, if you are adversely affected by a falling barometer or unpleasant weather, one thing you can always count on: fresh and favorable winds will blow again, doubtless blowing you right out of the doldrums!

Fine weather is not always sunny weather. Fine weather is what is best for the individual person's well-being. If we regard it in this sense, the thousand-year-old observation by England's King Alfred may still be true:

"So it falls that all men are
With fine weather happier far."




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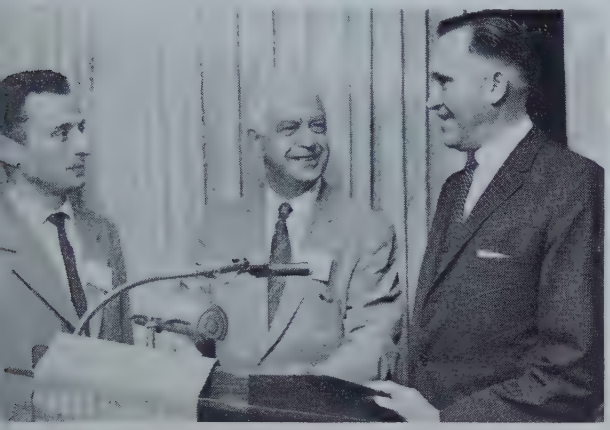
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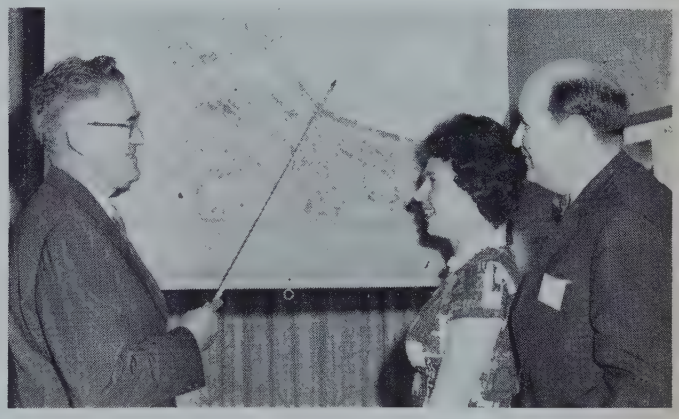
Frank H. Cassell, Director, Personnel Administration, Inland Steel Company, discusses American industrial executive development techniques with prominent young executives from Japan, sponsored by the International Cooperation Administration

## Association Photographed In Action



Discussing U. S. - French business are (l. to r.) Jean Jond, Assistant French Commercial Counselor; F. Paul Farish, American Chamber of Commerce, Paris; and Earl A. Denton, Chairman, Association Export Committee

Warren E. Thompson, Chairman, Association's Public Relations Committee, discusses Chicago with Miss Francine Latteur, Louvain, Belgium, and Luc Wauters, Brussels, who were visiting in conjunction with the Belgian Productivity Center, Brussels



Model of proposed Illinois Center Project attracts the interest of (l. to r.) H. Bowen Stair, V.P., Illinois Bell Telephone Co.; A. Newell Rumpf, V.P., Harris Trust & Savings Bank; Marvin Chandler, Pres., Northern Illinois Gas Co.; guest Charles Murphy, Jr.; Charles F. Murphy, partner, Naess & Murphy, and Leo J. Sheridan





World Understanding Award was presented to the Association for its outstanding contributions to better world understanding in the Chicago area. Accepting the honor is James E. Rutherford (r.), President. Robert B. Wilcox, President, Chicago Council of Foreign Relations, makes the presentation

## $8,830,000 for Calumet Harbor Improvements

Congress has given its final approval of federal funds for the relocation of several bridges over the Calumet river, a project which has been sought by the Association and other Chicago civic groups since the mid-forties.

The bridges were obstructing heavy shipping coming to Chicago via the St. Lawrence Seaway.

Congress has voted Chicago $8,830,000 for the following projects, some of which may get under way this year:

1. Relocating the bridges across the Calumet-Sag channel, including the Western avenue highway bridge.

2. Straightening the Calumet river just west of the Nickel Plate Railroad bridge so it can accommodate ships larger than the 510-foot vessels now able to use the facility.

3. The start of dredging to deepen the present 21-foot channel to 27 feet, equalling the depth of the St. Lawrence Seaway. This eventually will increase the Calumet Harbor's shipping capacity by 40 per cent.

The funds are earmarked as follows:

Calumet Harbor and river, Illinois and Indiana, 29 foot approach channel, 28 foot outer harbor, and 27 foot entrance, $400,000; Torrence avenue to turning basin No. 5, $500,000; and breakwater, $230,000.

Illinois waterway, Calumet-Sag channel modification, part 1, $7,700,000, of which $3,700,000 is for starting the relocation of bridges.

## Quality Control Course October 26-27

The 16th annual two-day training course in quality control will be held October 26 and 27 at the University of Chicago, 190 E. Delaware Place. The course is sponsored by the Association and the American Society for Quality Control.

Registration will be limited because of facilities available. A fee of $30 per person will cover instruction, a training manual and supplies. Registration may be made through the Association.

Among the subjects to be discussed are, "What is Statistical Quality Control?"; "Interpreting Industrial Data;" "Choice of Sampling Plan;" and "Available Sampling Plans."

## Association Publishes Seaway Statistics

A comprehensive plan for reporting monthly statistics of Chicago water borne traffic moving via the Great Lakes — St. Lawrence Seaway is being offered by the Association's Research and Statistics Division.

The statistics will be available in three basic forms, geared to the needs of the subscriber.

First will be a monthly report, issued 30 to 45 days from the close of each month. Available for $1 a year, it categorizes shipments into General Cargo, Bulk Grain Cargo, and Other Bulk Cargo, giving imports and exports separately.

Second is a report giving much more detailed commodity breakdowns for Chicago overseas waterborne traffic, presented in four tables compiled from U. S. Census Bureau statistics. The report will be available about 100 to 110 days from the close of each shipping month and will include the following tables:

Table I will give exports by detailed commodity group, by value and tonnage, with figures for the current month and for the shipping season to date. Table II gives data on imports in the same manner as Table I describes exports. Table III will describe exports by country of destination, also by detailed commodity, giving value and tonnage for the month and the season to date. Table IV presents information on imports and the country of origin in the same detail that Table III describes exports. This service is available for $5 for the shipping season.

The third report available in the series consists of four tables similar to those described above for Chicago area ports, except that this report gives similar information for all Great Lakes ports (including the Chicago area). This service costs $50 for the shipping season and will be available about 100 days after each month being reported.

Orders may be placed with the Research and Statistics Division, Chicago Association of Commerce and Industry, 30 West Monroe St., Chicago 3, Ill.

## Unemployment Compensation Tax Up in '62

Employers will be paying more unemployment compensation taxes in 1962, according to the Association's Governmental Affairs Division.

Figures just released by the State of Illinois Department of Labor, Division of Unemployment Compensation, indicate a three point rise in the state experience factor, used to establish tax rates employers will pay on 1962 payrolls.

The average rate for Illinois employers is estimated at 2.2 per cent in 1962 as compared to 2.1 per cent for 1961. The increase is necessary because of a drop of nearly $11 million in the Illinois Unemployment Compensation Trust Fund between June 30, 1960 and June 30, 1961.

The reduction in the fund was caused by the high benefit claims load for the three year period ended last June. Total unemployment benefits paid in that period amounted to $486,931,023.

Under the law, the State Experience Factor is adjusted whenever the reserve fund varies either up or down from $450 million. The 1962 factor was therefore increased one point for each $7 million (or portion thereof) the fund was below $450 million.

Member companies may obtain further information and assistance in determining their unemployment tax rates for 1962 from the Association's Governmental Affairs Division.

## Housing Market

The new Chicagoland Housing Market Quarterly is now available, the Association's Research and Statistics Division announces.

Priced at $25 per annual subscription, the publication covers five major sections in a 43-page collection of charts and tables: current activity and supply; new residential construction; mortgage financing; consumer demand; and general business activity.

# Calendar of Association Events

| | | |
|---|---|---|
| **October 17, 18, 24, 25, 31, November 1, 7, 8, 14, 15** | MEMBERSHIP LUNCHEON MEETINGS | Conference Room 12:15 P.M. |
| **October 19, 26 November 2, 9, 16** | ILLINOIS COMMITTEE MEETINGS — Chairman, Jack H. Cornelius, Mgr. of Community Relations, Peoples Gas Light and Coke Company | Conference Room 12:00 Noon |
| **October 23** | RESEARCH CLEARING HOUSE COMMITTEE LUNCHEON MEETING — Chairman, A. C. Schumacher, Economist, Chicago Title and Trust Co. | Conference Room 12:15 P.M. |
| **October 26, 27** | 16TH ANNUAL TWO DAY TRAINING CONFERENCE IN QUALITY CONTROL, CO-SPONSORED WITH AMERICAN SOCIETY FOR QUALITY CONTROL | Graduate School of Business, University of Chicago, 190 E. Delaware Pl. 8:30 A.M. (Oct. 26) 9:00 A.M. (Oct. 27) |
| **November 3** | INDUSTRIAL TRAFFIC COUNCIL MEETING — Chairman, G. J. Werner, Traffic Mgr., Motorola, Inc. | Palmer House Traffic Club 11:45 A.M. |
| **November 3** | BOARD OF DIRECTORS MEETING — President, James E. Rutherford, Vice President in charge of Mid-America Operations, Prudential Insurance Co. | Conference Room 12:00 Noon |

## Italian Government Honors Association's Chief Executive Officer



Thomas H. Coulter, Association Chief Executive Officer, receives the Italian Decoration "Knight in the Order to the Merit of the Italian Republic" during a special ceremony in his office. Presenting the award is Giacomo Profili, Consul General of Italy. The honor is in recognition of Coulter's outstanding and substantial contributions to the increase of trade between Chicago, Mid-America and Italy.

Commenting on Coulter's contributions, Profili said, "It is through his efforts that Chicago is rapidly becoming one of the most important centers of international trade in the world. Chicago is indeed fortunate to have such a wonderful spokesman." Mid-America currently is consuming 35 per cent of all U. S. Italian exports and Italy continues to import 40 per cent of its total U. S. products from Chicago and the Midwest.

## Chicago World Trade Conference Set for February 26-27, 1962

The 25th annual Chicago World Trade Conference, aimed at stimulating world trade activity by Chicago area firms, will be held February 26-27, 1962, at the Pick-Congress Hotel here.

The dates were announced by H. D. Arneson, Association Vice President for World Trade, and John A. Miguel, Jr., President of the International Trade Club of Chicago. The two groups have sponsored the conference jointly since its inception. Thousands of businessmen from all areas of the United States and many foreign countries participate in the meetings.

The program will include international authorities in the field of world trade and foreign economic policies. Registrations can be made through the Chicago World Trade Conference, 30 W. Monroe st., Chicago 3, Ill.



An Association Education Committee meeting to discuss a program to maintain and enlarge the Jones Commercial High School, and the Chicago YMCA program to provide detached workers to work among juveniles, brought these three committee members together for a conference. They are (l. to r.) Willard H. Harmon, Educational Advisor, Commonwealth Edison Co.; Charles Cooper, Assistant Director, Detached Workers Project, Central YMCA; and George C. Melin, Chairman, Business Advisory Council, Jones Commercial High School

## Fahey Flynn Joins Fight Against Fires

Fahey Flynn, CBS-WBBM newsman and commentator, joined in supporting Fire Prevention Week (October 8 to 14) with a personal appearance at a luncheon October 5, at the Morrison Hotel. Flynn spoke on "A Pound of Prevention."

The luncheon was organized jointly by the Association, the Greater Chicago Safety Council, the Society of Fire Protection Engineers, the Cook County Inspection Bureau, and the Chicago Board of Underwriters, in cooperation with the Chicago Fire Department.

Elmer F. Reske, Chairman of the Association's Fire Prevention Committee, presided at the meeting.

"Nearly 12,000 persons in the U. S. die each year in fires, with more than half in home fires. More than 75 per cent of life and property loss result through somebody's carelessness," said Reske.

## C.T.A. Relief on Special Session Agenda

Legislation providing relief to the C.T.A. for transportation of school children is on the agenda of the special session of the Illinois General Assembly. An appeal was made by the Association and three other major civic organizations to include this matter in the governor's special session call.

The groups urge adoption of legislation providing reimbursement of the C.T.A. from state funds of the $3,150,000 annual loss resulting from reduced student fares.

Joining the Association in its plea to Governor Otto Kerner were the Chicago Central Area Committee, the Chicago Real Estate Board, and The Civic Federation.

Association President James B. Rutherford deplored the failure of the General Assembly to help put the CTA on a healthier financial basis, or to strengthen its efficiency.

## Belgian Mission Visits Association

Chicago's business and public relations practices were the subject of a study made here by 14 Belgian public relations officials last month.

Among those greeting the visitors were Vilas Johnson, Association Director of Foreign Operations, and Warren Thompson, President of the Chicago Chapter of the Public Relations Society of America.

Speakers at a welcoming breakfast meeting included Charles Willson, Association Director of Industrial Development and Ralph A. Bergsten, Managing Director of the Trade Fair.

The guests were conducted on a tour introducing them to a cross-section of Chicago commercial and cultural life. The Belgians are on a tour of the United States.

Among the firms visited were R. R. Donnelley & Sons, Chicago Sun-Times, and Northwestern University.

## Private Enterprise

(*Continued from page 39*)

er. He may remain so, keeping to himself, aloof, insisting on living as he did in his old environment. Or he may become a part of his new community. Otherwise, why should he have come? He may try to make friends of his new neighbors, adjusting to their ways of life, abstaining from boasting of what he has left. If he can also help to make the community a better place, he will probably be welcome and respected.

A foreign company moving into a developing country has the same choice. It can remain a stranger or become identified as a member of the community. There may well be many benefits in the latter course.

### *Realize Opportunities*

As we businessmen in Europe and North America look at the great areas of the world where the physical and human resources have only begun to be developed, we realize the opportunities for profitable use of our modern machines, our experience and our capital. We also realize the risks which come from political and financial instability, from the habits and traditions of ages of different cultures, from the infiltrations of militant communism. No matter how efficient a business, its success in these countries will depend mainly upon whether the country progresses with stability and freedom or slips into disorder, inflation and communism.

I say, therefore, to all my friends engaged in business in these developing areas, for the sake of your long range interest you can, and, you must, make a contribution to the welfare, the progress and the stability of these countries. The fate of your particular private interests will be good or bad in accord with the fate of the country in which you operate.

In a few months I am retiring from active executive management. But if today I were heading an important business enterprise operating at home or abroad, I would create a new position—Vice President for Private Enterprise Warfare.

His job would be, first, to appraise every policy and practice of the corporation on this basis—does it fortify or weaken the private enterprise system? And looking to the long range interests of my company, my stockholders, my employes, my customers, I would give earnest attention to his advice on the merits of any company policy or action.

Second, he would plan and supervise an aggressive continuous campaign on behalf of private enterprise. He would have adequate facilities and funds to take effective action.

To sum up.

We in private enterprise are under deadly attack. The communists are determined to destroy us.

If we are destroyed, so likewise will be the modern civilizations, both of West and East.

We have the best, the most productive economic system in history. Its benefits are more widely distributed among more people. We concentrate on our own job, to produce, to sell, to make profits. All desirable, but unless we convince the people of the world that our system is best, they may well be won over by our more articulate enemies.

The question is—will private enterprise pay the price and make the fight necessary to survive?

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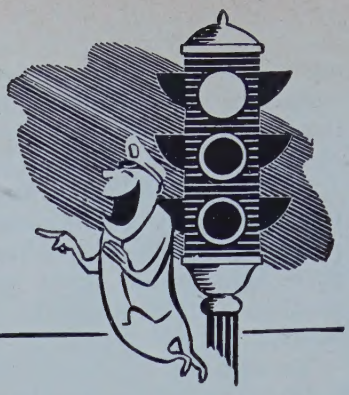
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# Stop me...If...



A young couple asked the pastor to marry them immediately following the Sunday morning service. When the time came, the minister arose to say, "Will those who wish to be united in the holy bonds of matrimony please come forward?"

There was a great stir as thirteen women and one man approached the altar.

•

Jack — "Did you fish with flies?"

Joe — "Fish with flies? Yes, we fished, camped, dined and slept with them."

•

"Why are you crying, little man?" said the old gent to a small boy.

"Father thrashed me for doing a cross-word puzzle."

"Good gracious! Why?"

"Well, sir, one clue was a word of three letters meaning what is drunk every night — and I put 'DAD'!"

•

A modern mother and her young son were shopping in a supermarket. The kid, trying to help, picked up a package and brought it to her. "No, no, honey," protested the mother, "go put it back. You have to cook that."

•

"Did anyone in your family ever make a brilliant marriage?"

"Only my wife."

•

At a Communist party meeting, one of the comrades suddenly stood up during the debate and addressed the chairman.

"Comrade Speaker," he said, "there's just one thing I want to know: what happens to my unemployment compensation checks when we overthrow the Government?"

•

Boss: You can't come in here and ask for a raise just like that! You must work yourself up!

Employe: But I did! Look, I'm trembling all over!

•

At a Las Vegas funeral for a deceased gambler, the minister in his eulogy said solemnly, "Our friend is not really dead."

In the ensuing pause, a voice rang out: "A hundred bucks at ten to one, he is!"

•

Only one man in a million understands the international situation. Isn't it odd how we keep running into him?

A woman went into the office of a cemetery manager and complained, "I can't find my husband's grave. I know he's buried here."

"What is the name?" the manager asked.

"Thomas Smith," she replied. Referring to his index, he said, "Madam, we have no Thomas Smith. We have an Elizabeth Smith."

"That's him," she said. "Everything is in my name."

•

The small boy rushed into the drugstore and panted: "Quick! My father's slipped on the ladder and is hanging by his britches from the porch roof."

"But what can I do about it?" asked the druggist.

"You can put a new roll of film in my camera."

•

The wife was guiding the middle-aged man, bent at the waist, into the doctor's office.

Receptionist: "Arthritis with complications?"

Wife: "No, do-it-yourself—with concrete blocks!"

•

You're getting old, pardner, when you don't care where your wife goes, just so you don't have to go along.

With only a local anesthetic the executive was fully conscious during the operation. One of four doctors was taking notes as the head surgeon dictated.

"This is like a business meeting," the executive said. "You seem to be the secretary," nodding to the doctor taking the notes. "Dr. G. is evidently the chairman of the board, and I guess these other two fellows are vice presidents. But what am I?"

"You," came the prompt reply, "are the chairman of the finance committee!"

•

The manager of the supermarket was so touched by the hard-luck story of the man with all the children and no job that he filled a cart with groceries and said:

"These are on me; I hope they help."

Misty-eyed, the man started out, but turned around.

"Need something else?" the manager asked.

"How about my Green stamps?" the man asked.

•

The preacher was admonishing his flock on the evils of avarice:

"And remember, my friends," he said, "there will be no buying or selling in Heaven."

Whereupon a disgruntled old gent sitting in the back seat was heard to mutter: "That's not where business has gone anyway."

•

A slightly hilarious guest at a party embraced a strange woman by mistake. He apologized, "Excuse me, madam, but I thought you were my wife."

"You're a fine sort of husband for any woman to have, you stupid, drunken lout," the woman said angrily.

"There, you see?" exclaimed the tipsy one triumphantly. "You even talk like her."

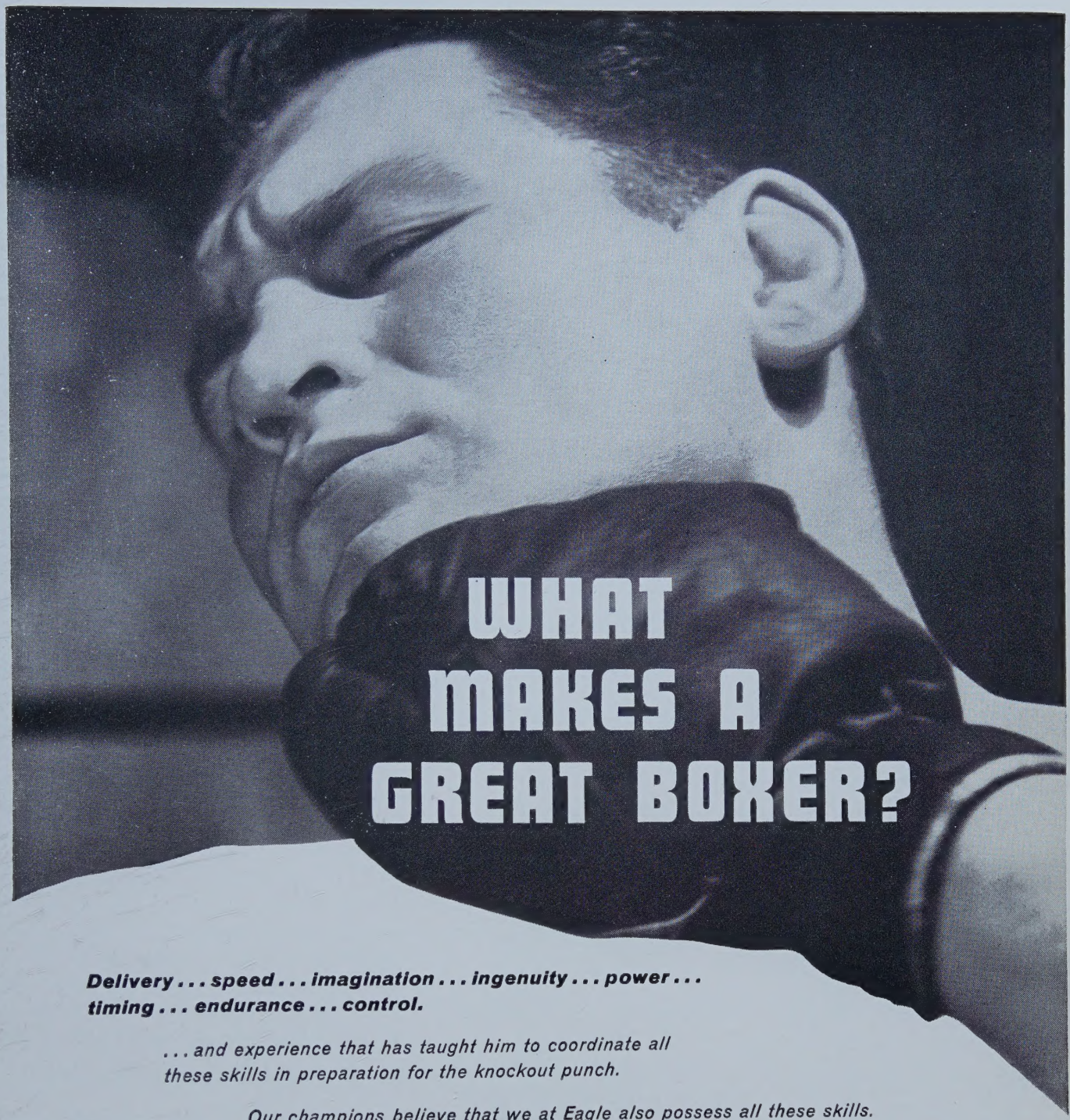
•

Psychiatrist: "Do you have trouble making up your mind?"

Patient: "Well—yes and no."




*"Mr. Dirks, how soon do you think you'll be able to give up tranquilizers and get back on energy?"*




***Delivery . . . speed . . . imagination . . . ingenuity . . . power . . . timing . . . endurance . . . control.***

*. . . and experience that has taught him to coordinate all these skills in preparation for the knockout punch.*

*Our champions believe that we at Eagle also possess all these skills. We hope you will give us the opportunity of proving to you . . . and your industry . . . that Eagle is the greatest boxer of them all.*

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- Complete stock of "space-saver" folding gift boxes.
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- Manufacturers of national award-winning boxes

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*More Buyers...More Results*

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*

